



Retail

Why Study Retail?

Retail is the biggest employer of young people and women in Australia today – meaning there are more jobs available in this industry than any other.

Retail graduates are highly sought after as they have the skills to immediately start on the job – giving them a head start in a highly competitive field. In fact, Retail is no longer considered ‘a check-out job’, but a career choice which assists consumers in making purchase decisions and serving customers to a professional and enthusiastic standard.

Working in retail can be a lifelong career with fantastic opportunities to work in diverse fields as well as in various aspects of the industry – from sales assistant to store manager. The study of retail can help boost your career.

In Perth, the diversity of retail shops is enormous – anything from fashion, jewellery, toys, shoes, books, surfwear and homewares through to large department stores with a variety of merchandise. Shopping centres are growing every day, and the opportunities available often mean that the Retail graduate can choose a product area of interest and work in that particular field.

Those usually attracted to a career in retail enjoy meeting new people and working in an exciting and challenging environment.

Why Study Retail at West Coast TAFE?

- Lecturing staff have industry retail experience and are committed to teaching high standards in customer service, communication, sales, security and more.
- West Coast TAFE offers unique learning experiences through hands-on focused workshops
- Work experience in a business of choice is an integral component of the courses and this often leads to employment opportunities for students
- Nationally accredited courses, meaning graduates have the skills to gain employment in any type of retail store.

| Courses | Career Opportunities |
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| Certificate II Retail Operations | This certificate qualifies graduates to work as: Sale Assistant; Visual Merchandiser; Customer Service Assistant; Stock Controller; Store-person. |
| Certificate II Retail Operations Visual Merchandiser (VM) | This certificate qualifies graduates to work as: Merchandiser/Visual Merchandiser; Sale Assistant; Customer Service Assistant; Stock Controller; Store-person. |
| Certificate III Retail Supervision | This certificate qualifies graduates to work as: Department Supervisor; Second-in-Charge; Sales Assistant; Merchandiser; Visual Merchandising; Customer Service Assistant; Stock Controller; Store-person. |
| Certificate IV Retail Management | This certificate qualifies graduates to work as: Department Manager; Small Store Manager; Buyer; Assistant Buyer; Department Supervisor; Second-in-Charge; Sales Assistant; Merchandiser; Visual Merchandising; Customer Service Assistant; Stock Controller; Store-person. |

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