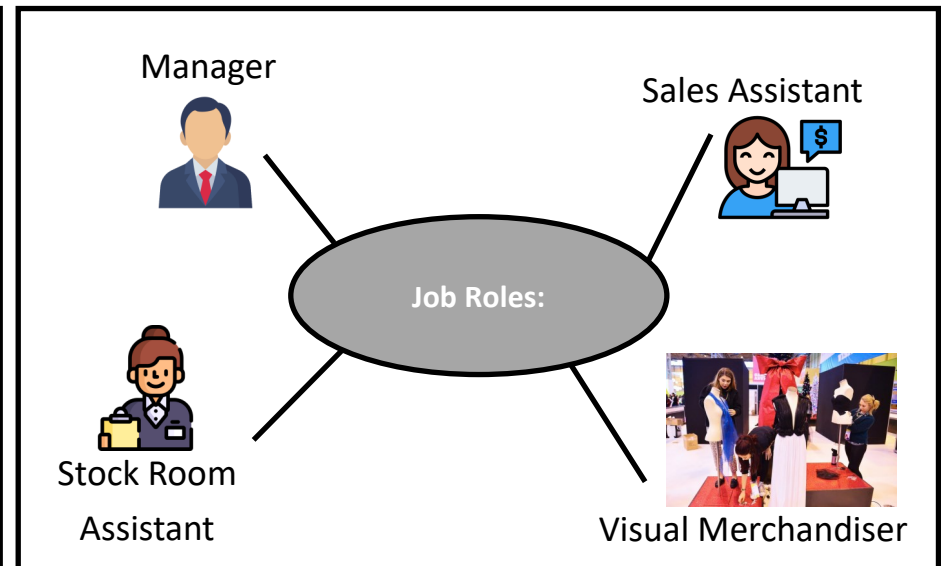


Key Vocabulary:

- ◆ **Retail** - the sale of goods and services to consumers
- ◆ **Retailer** - a person or business that sells goods to the public
- ◆ **Job roles** - Job roles help companies organize their workforce.



Main responsibilities of job roles within a retail environment. :

Manager - A Manager, or Store Manager, works at a retail establishment and ensures customers have a pleasant experience in the store and that employees follow protocols.

Stock Room Assistant - Receiving and storing inventory in a stockroom. Ensuring products are safely packaged and properly distributed. Carrying out periodic inventory audits.

Sales Assistant - Sales assistants help customers find products, handle transactions, and maintain store organization. Their duties include restocking shelves, managing inventory, and providing product information. Strong communication, product knowledge, and a customer-focused attitude are key skills.

Visual Merchandiser - is in charge of creating visually appealing design displays in retail stores or outlets. Visual merchandising is all about attracting the customer to the merchandise.