

# Retail Manager

FileZWSa` XdUS` kUS` WUS` dS` V`afeaXgiftsZ" Santa's helpers" scramble to fill stockings and find perfect gifts for the people on their lists. They scout out bargains and blow-out sales at favorite online and shopping mall stores. Before the holiday season is over shoppers will have dropped over \$1.05 trillion dollars and retail managers everywhere will be ready for a well-deserved rest!



©Shutterstock Images / Rawpixel.com

(Feel free to use the back of this sheet for longer answers)

## Shop Until You Drop

Retail managers are in charge of stores where customers shop for favorite products. This includes all the shops you find at malls plus all the places you look for phones, food, cars and much, much more. Retail managers fill many roles. These super-organized professionals hire, schedule and supervise staff. They make sure that stores appeals to a specific target market with well-stocked shelves, lots of great products, and attractive signs and displays. They conduct training meetings, order inventory, and handle payroll. Some retail managers have earned college degrees in retail management. Others get on-the-job training and move up the ranks. A great way to find out if this career path is right for you is to get a part-time job in a retail store. You may also want to find out if your school has a DECA club and get involved in all they have to offer!

### CHALLENGE #1: *If you had this career...*

What kind of training would you need?

Where could you find a job?

How much money could you earn?

Who would you help and how would you make a difference?

Why would (or wouldn't) you like doing a job like this?

## CHALLENGE #2: *Think Tank*

*There's something for everyone.* This saying is especially true for shoppers. Some people enjoy checking out the latest fashions. Others prefer browsing the aisles of video game, sporting goods, or book stores.

Imagine you have saved up a nice wad of cash and are ready to spend it. Map out your idea of the ultimate shopping spree.

Be sure to include all the stores you'd want to visit--starting with your favorites. For each store on your list, add two things:

- the products you'd look for
- the reason why you like to shop in each store

