

Retail Information

Retail as a career There was a Myth that Retail was the Bottom of the Barrel when it comes to planning a successful career, At Rag Trade Recruitment we are very pleased to help destroy this myth and re-educate people about the career path and opportunities in retail – in particular our area of expertise – Retail Fashion.

In the past retail has not been seen as a skilled profession and something you do in between university or tech until you get a ‘real job’. Retail has changed, the skills needed and the diversity of positions have increased and there are fantastic opportunities to build a successful and meaningful career in a dynamic and ever changing environment. Why is Retail now a respectable career option? Well here are just a few facts to consider:

- Large NZ and international chains with strong progression opportunities and offices in NZ and internationally exist in the retail market.
- The NZ Public demand a very high level of customer service. Increased competition between retailers means that in order to survive, retailers who provide a strong service ethic are more likely to be successful in a competitive consumer market.
- Customers have a higher dollars to spend
- Retail is for a much younger clientele than before, and retailers are always searching for new innovative ways to entice this often fickle and trend based market.
- Technology changes quickly
- Styles change quickly and product changes during each season – Retailers have to respond proactively and immediately to changes in trends – Which provides for a DYNAMIC environment.
- Higher expectations from retail operators on staff and skill levels at junior levels.
- Busy people shopping want instant service and help with decisions – they are looking for skilled professionals who understand their products, have a confident selling style and ability.
- Sophisticated processes and technology are involved from Point of sale through to stock movements and storage.
- Higher levels of training – Retailer are commitment to strong training programmes sourced internationally and from within NZ. A number of international brands and retailers ensure NZ skills compare well against the international scene.
- Incentives and commissions – no ceiling on income in some cases therefore there are exciting opportunities to make more money.
- Fast movement in promotion – youth is not a barrier
- Dynamic, exciting and large growth industry employing a high percentage of the current workforce. Retail Fashion

The retail fashion industry encourages key criteria to be met, even at a sales level, in order to be successful in the business.

In joining a retailer, in the modern age, there is a strong commitment to training, development and progression opportunities from most modern retail organizations. A number of key retailers run strong internal training programmes in relation to; sales, sales management, human resources management, stock control, visual merchandising and business acumen which encourage levels of responsibility.

In order to progress, employees must be able to demonstrate key competencies in each area to move up in terms of role (i.e. assistant manager to manager) and from small to large turnover stores. The path usually begins on the shop floor, progressing into Assistant Manager and then Store Manager. After this Area Manager or Regional Management could be an option. Useful Links

New Zealand retailers Association
The Retail ITO