

RETAILER

Retailer apprentices develop their knowledge and skills to be able to assist customer when they purchase products and services, having a good understanding of the stock being sold and the variety of ways that customers can shop, as well as the ability to effectively process payments.

Retailers must be passionate about delivering a quality service, enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase.

You can see more information about the apprenticeship standard at [Skills England](#).



months minimum*

Assessment methods

1

Multiple choice test

The scenario-based test covers three key areas of the standard. The test lasts for 30 minutes.

2

Observation

Two hour observation of the skills, knowledge and behaviour of apprentices in three key areas of the standard – customer, business, communication and brand reputation.

3

Professional discussion

A 30 minute structure discussion, including aspects of the standard not seen in observation and a selection of pre-prepared discussion areas.



Learning



Gateway



End-Point Assessment

The EPA Process



Gateway meeting:

training provider, employer and apprentice meet to determine if they are ready for their EPA, and submit any files as needed through the iLearner system.



Assessor meeting:

the employer and an iCQ Assessor meet to agree any evidence submitted by the apprentice and plan dates for assessments.



Learner preparation:

the employer and training provider make sure the learner is familiar with the iLearner tools and formats of their assessments.

End-Point Assessment is carried out by iCQ Assessor.

Cost	£750 (in person)
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With you every step of the way

iCQ support the complete apprenticeship journey for employers, training providers and learners through our innovative iLearner platform – making it easy and quick to record and track progress.



*Apprenticeship starts from 1st August 2025 are eligible for the 8-month minimum duration, starts before 1st August 2025 are subject to a 12-month minimum duration.