

RETAIL MANAGER

Retail Managers are responsible for delivering sales targets and providing a positive experience to customers that will encourage repeat custom and loyalty to the brand/business. This is a diverse role that includes leading and developing a team to achieve business objectives and work with a wide range of people, requiring excellent communication skills. Maximising income and minimising wastage are essential, and apprentices must develop a sound understand of business and people management principles.

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



months minimum*

Assessment methods

1

Written examination

A two hour exam with a combination of short and extended answer questions, some incorporating scenarios.

2

Business project

A project that requires your apprentices to demonstrate their understanding of today's retail industry and what the consumer wants in a retail business.

3

Professional discussion

A 60 minute structured discussion, including aspects of the standard not seen in the business project and a selection of pre-prepared discussion areas.



Learning



Gateway



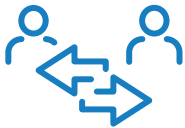
End-Point Assessment

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	£850 (in person), £750 (remote)
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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.