

Retailer

This occupation is found in organisations of all sizes within the retail and tourism sector such as food, fashion, furniture, and automotive. Retail outlets range from traditional high street shops to larger organisations such as supermarkets and department stores.

The broad purpose of the occupation is to advise on and sell products and services in a customer-centric retail environment. This includes creating an accessible and well-presented environment. Retailers provide information and advice to customers regarding stock, products, different ways customers can shop and various payment methods.

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



Assessment methods

1

Observation with questions

The observation and questions must last for 2.5 hours, the apprentice will be observed taking part in, customer support, stock control and communication. The time for the questions is included in the overall time, and the assessor will ask 5 questions during or after the observation.

2

Interview

Underpinned by a portfolio of evidence. The interview will last for 60 minutes where the assessor will ask a minimum of 5 questions. During the interview the apprentice may make reference to their portfolio of evidence.



Learning



Gateway



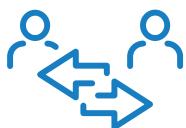
End-Point Assessment

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.

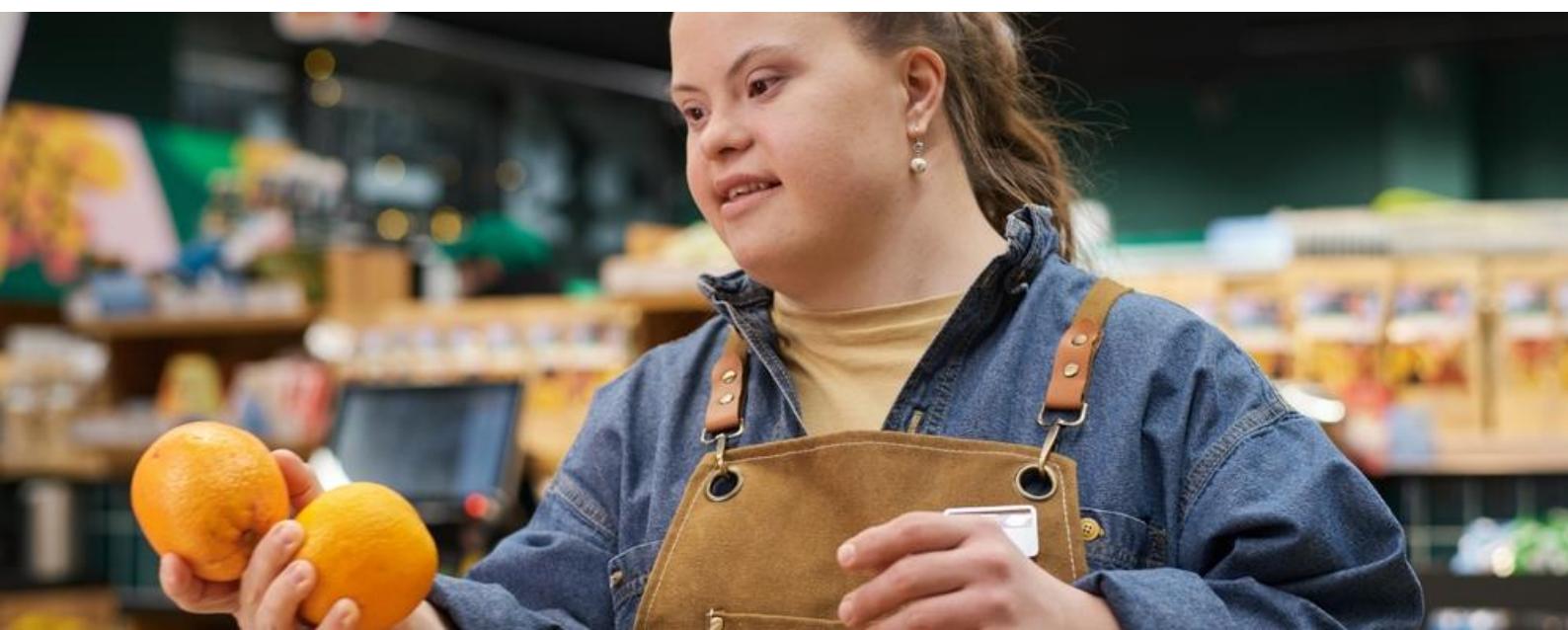


Learner preparation:

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	£800 (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.