



## Store Operations

Store operations is the general term for the teams that are responsible for the smooth running of the retail business in-store. From the sales assistants to store or general managers, the majority of retail jobs fall under this department.

Whatever level people start at, hard-working individuals in operations are rewarded with fast progression and early responsibility, which makes it one of the most exciting and dynamic places to work. Show your potential here and you could get to the top quickly.



The majority of the roles involve excellent organisation and dealing with customers, so first-rate communication and people skills are paramount. Store Operations is the frontline and the face of any retail business. It is where sales are made and lost and those working in these departments create the experience that shoppers remember – both good and bad.

As the cutting edge of retail, Store Operations is the breaking ground for all graduate recruitment programmes, the place where trainee managers learn the ropes and what is most vital to all retailers; the art of selling and giving the customers an exciting and fulfilling shopping experience.

### What can you earn?

Store managers for larger retailers can take home £55,000 a year, although this varies from company to company depending on size and location. For example, a general manager in London can earn between £70,000 and £90,000.

Sales assistants can expect between £12,000 and £16,000 per year, depending on shifts.

### Routes in (click for links):

Retail Apprenticeships (England, Wales, NI) Modern Apprenticeships (Scotland)  
Diploma in Retail Business (England from 2010)

Job websites (UK): in-retail, Total Jobs, retailcareers, jobsinretail, RetailChoice  
National Skills Academy for Retail skills shops (England)

Graduate recruitment schemes (UK)

Apply in-store for sales assistant roles (UK)