

Career Profile: Store Manager

A store manager is the person ultimately responsible for the day-to-day operations (management) of a retail store or supermarket. Although customers may not have direct contact with the manager, their shopping experiences will shape their impression of how good a job s/he is doing in managing the store. Customers will tend to vote with their feet. If they enjoy the experience they will return. If their expectations are not met, they will tend to go elsewhere. Customers have a positive experience when the store carries the goods they seek, the goods are reasonably priced and are of good quality, the store is well organised and neat, and staff are attentive.

Store managers must have a grasp of all the operations, motivate and manage the staff and monitor the procedures covering merchandising, selling, controlling shrinkage, special promotions, coping with customers complaints and staff problems. The size of the store, whether it is part of a large chain, a franchise, or an independent store, will influence the nature of support provided and the level of independence the store manager experiences.

Retail management is dynamic with many issues competing for attention. During an economic boom one range of issues predominates, whereas when it slows down other issues come to the fore.

Education Requirements

National Senior Certificate (NSC)

For a career in retail students are advised to select Mathematics and to add to this a selection from the designated subjects. These are subjects that are particularly suitable for tertiary study.

Most job advertisements for store managers indicate matric or now the National Senior Certificate plus several years of experience in retail and management. If you are interested in retail, and are studying for a relevant qualification, lack of experience could be a barrier. However, several of the large retail groups run Graduate Programmes with orientation or training programmes during which trainees learn the retail business as trainees, spending time in various areas. It seems to be an ideal way of gaining access, insight and a broad base of experience. You would then be in a position to go into store management or one of the other functions within the retail field.

Bachelor Degree

Bachelor of Commerce – BCom (3 years)

A three year degree programme that develops good financial skills, analysis and problem solving to prepare the graduate to be able to function effectively in the fast-paced, competitive environment of retail.

Offered at:

- [University of Johannesburg](#)¹(Faculty of Management)
- [University of Limpopo](#)² (School of Economics and Management)
- [University of Pretoria](#)³ (Faculty of Economic and Management Sciences)
- [University of the Witwatersrand](#)⁴(Faculty of Commerce, Law and Management)
- [University of Venda](#)⁵ (Management Sciences)
- [UNISA](#)⁶(College of Economic and Management Sciences)

Specializations offered:

The most relevant BCom would be a general degree or one specializing in Business or Retail Management, or Marketing.

National Diploma / BTech

The National Diploma is a three year course which includes guided practical experience. The diploma is a pre-requisite for admission to a Bachelor of Technology - BTech.

Offered at:

- [Tshwane University of Technology](#)⁷(Faculty of Management Sciences)
- [University of Johannesburg](#)⁸ (Faculty of Management)
- [UNISA](#)⁹(College of Economic and Management Sciences)
- [Vaal University of Technology](#)¹⁰ (Faculty of Management Sciences)

Specializations offered:

There are a number of National Diplomas and BTech degrees to consider.

² http://www.ul.ac.za/index.php?Entity=School%20Main%20Menu&school_id=5

³ <http://web.up.ac.za/default.asp?ipkCategoryID=41&subid=41&ipklookid=3>

⁴ <http://web.wits.ac.za/Academic/CLM/>

⁵ http://www.univen.ac.za/management_sciences/index.html

⁶ <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=32>

⁷ <http://www.tut.ac.za/Students/facultiesdepartments/managementsciences/Pages/default.aspx>

⁸ <http://www.uj.ac.za/Default.aspx?alias=www.uj.ac.za/management>

⁹ <http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=32>

¹⁰ <http://www.vut.ac.za/metadot/index.pl?id=19737>

Tshwane University of Technology

National Diploma: Retail business management

BTech: Marketing, Retail business management

University of Johannesburg

National Diploma: Retail business management

BTech: Marketing management

Vaal University of Technology

National Diploma: Retail business management

BTech: Retail business management

Admission Requirements

As admission requirements vary from one institution to another, find out what the specific requirements are by checking on the website and contacting the university if you have any queries.

Possible Employers

- [Truworths](#)¹¹
- [Foschini Group](#)¹²
- [Mr Price Group](#)¹³
- [Woolworths](#)¹⁴
- Other retail organisations

Find out more

Find out more about planning, buying and merchandising, bursaries and jobs:

- [Useful review](#)¹⁵ of books dealing with retail management.
- [Information about Truworths Graduate/Trainee Programme](#)¹⁶ including trainee planners.
- [The Foschini Group](#)¹⁷ runs a Graduate Programme each year for talented graduates interested in fashion and retail. It offers on the job training.
- [Mr Price Group](#)¹⁸ also has a Graduate Programme with several different possibilities.

¹¹ <http://www.truworthscareers.co.za/>

¹² <http://www.foschinigroup.co.za/careers/organisational.asp>

¹³ <http://www.mrpricegroup.com/careers>

¹⁴ <http://www.woolworthsholdings.co.za/>

¹⁵ http://www.sacareerfocus.co.za/content_sub.cfm?AgentsID=302&PageID=453&SubPageID=755

¹⁶ <http://www.truworths.co.za/cms/cmsll.asp?cmsid=2552&act=cm>

¹⁷ <http://www.foschinigroup.co.za/careers/organisational.asp>

¹⁸ <http://www.mrpricegroup.com/careers/grad.asp>

Are you suited to this career?

This quick quiz can help you to identify whether you are suited for this occupation.

Quiz	Yes	No
Do you have an intense interest in retail?		
Are you excited about dealing with customers and staff in a demanding competitive environment?		
Are you well organized and do you plan ahead?		
Are you self motivated and driven to achieve challenging targets?		
Do you communicate your ideas clearly to others orally and in written form?		
Do you exert a positive influence on others?		
Are you able to be firm when taking difficult decisions?		
Are you detailed and thorough in analysing problems and finding solutions?		
Do you have good numerical skills?		
Do you have the flexibility to change your priorities when something unexpected occurs?		

If you have mainly yes answers it may be an indication that this is an occupation to consider.