

Retail PWM Job Roles and Description of Duties and Responsibilities

Extracted from Annex C of Tripartite Cluster for Retail Report (15 August 2022)

The **Cashier** is a person whose primary role is to assist customers in the in-store checkout process as per standard operating procedures and the person may also be required to attend to customers' queries at the cashier counter where applicable, including implementing all current promotional events during the checkout process.

Duties include:

- operating the cash registers, optical price scanners, checkout and self-checkout counters to record, accept and verify payment via various payment gateways / platforms for the purchase of goods
- giving change and issuing receipts, removing electronic price tags, wrapping and placing merchandise in bags
- performing opening and closing duties (e.g., setting up the checkout counter, ensuring the daily cash float and cash denominations are in order, replenishing the supplies of bags/charge slips and other cashier counter requirements are available, and processing / balancing end of day cash / credit settlements where applicable) and maintaining confidentiality of all sales records and transactions
- projecting currency and coin requirements and re-order as necessary
- replenishing of stock
- participating in stock-take
- understanding, implementing and advising customers of all current promotional events, customer loyalty programmes during the checkout process
- handling, resolving or re-directing customer enquiry, feedback and complaints to more senior colleagues in order to seek resolution beyond the information available to the cashier
- assist in handling customer exchanges and refunds
- processing online orders, picking and packing of goods, where required to
- promoting products in the store, selling and upselling products in the store, and maintaining a high standard of customer service, housekeeping and hygiene at the cashier counter area

The **Retail Assistant** is a person responsible for selling and explaining the functions and qualities of goods, assisting customers by pointing out or demonstrating features and merits of an article, managing and maintaining store display standards and arrangement of merchandise as well as stock/shelves replenishment according to the company's Standard Operating Procedures.

Duties include:

- performing out-of-stock, quality and expiry checks
- price tagging and ensuring price ticket accuracy
- quoting prices, credit terms and quantity discounts
- achieving sales, delivering service and operations excellence
- participating in stock-take
- performing general housekeeping duties to ensure the store's cleanliness and tidiness
- operating cashier counter and processing sales proceeds where required to
- processing and ensuring accuracy of online orders, and picking items to the highest quality
- handling order fulfilment processes for customers in store
- engaging in innovation and productivity initiatives for the store to drive seamless customer experience across channels

The **Senior Cashier** is a person who mentors and guides the work execution of other Cashiers, especially new Cashiers.

Duties include:

- performing the responsibilities of a cashier
- taking on a supporting role to supervise, which include allocating sufficient resources to support smooth operation in the checkout department, conducting on-job-training for new Cashiers, guiding / coaching and providing feedback for new Cashiers
- facilitating the opening and closing duties for the checkout department
- working with the Retail Manager to improve cashiers' performance by looking at areas including customer feedback, efficiency of cashiers, and speed of scanning/bagging the items
- opening of additional counters when the queue is forming based on Standard Operating Procedures
- participating in stock-take
- promoting products in the store and maintaining a high standard of housekeeping and hygiene at the front and back of the house
- handling customer enquiry, feedback and complaints and assisting in customer exchanges and refunds
- maintaining the cash balance held in the safe for the purpose of servicing cash floats, and ensuring sufficient coins and notes for checkout operators at all times
- ensuring daily bank-in of all monies via the store's safe, and being responsible for cash variance analysis, reports and cashiering gaps or processing recommendations where required
- ensuring accurate completion of application forms and follow up on all HR payroll related issues, where required to
- verifying all attendance-related reports and records and ensure timely and accurate submission of part-time and overtime hours.

The **Senior Retail Assistant** is a person who mentors and guides the work execution of other Retail Assistants, especially new Retail Assistants.

Duties include:

- performing the duties of a Retail Assistant
- taking on a supporting role to supervise, which include conducting on-job training for new Retail Assistants, guiding/coaching new shop sales assistants, working with Retail Manager to improve on their performance
- performing out-of-stock and overstock reviews and making reorder proposals to the Retail Manager
- performing checks to ensure store standards are met
- participating in stock-take
- working with the Retail Manager to improve the department's Key Performance Indicators, e.g., wastage.
- performing the responsibilities of the Assistant Retail Supervisor / Retail Supervisor in his / her absence, which include observing and being aware of store's / customers' situation and keeping the Retail Manager informed as needed
- opening and closing of the store when this person may be the holder of the shop's keys
- banking in of the monies in the till
- handling customer enquiries on promotions and leading customer to products
- being a role model for customer service
- performing proper receiving of stocks, maintaining the stocks and ensuring it is within quality and display standards
- performing markdown of products

The **Assistant Retail Supervisor** is a person who assists the Retail Supervisor to oversee the daily store operations.

Duties include

- achieving the store's / selling department's sales target and maximising profitability
- upselling products
- overseeing new hires, assisting in administrative functions for the store where needed
- preparing the monthly roster of the sales team
- supervising, coaching, counselling and coordinating the activities of Retail Assistants, Cashiers and 3rd party staff, and ensuring their efficient deployment at the store / selling floor
- conducting training, ad hoc and annual performance reviews
- replenishing and arranging products and assisting to ensure operational and executional efficiency within the store
- participating in stock-take
- ensuring customer support and engagement
- ensuring the store cleanliness with an organised appearance at all times
- ensuring proper sales and accounting for money.
- performing cashier duties and other payment services such as bill payment, cash withdrawal, etc.
- performing the responsibilities of the Retail Supervisor whenever he is not around, including liaising with internal stakeholders where needed.

The **Retail Supervisor** is a person accountable for achieving assigned team sales targets and supervising and coordinating the activities of Retail Assistants, Cashiers and 3rd party staff to ensure that operational demands are catered for. The person possesses stronger product and customer service knowledge and may be required to conduct trainings for roles in the store / selling departments where needed.

Duties include:

- performing the duties of an Assistant Retail Supervisor
- overseeing daily store operations
- conducting morning briefings prior to opening of store
- assisting the Manager on administrative functions for the store
- approving goods return and refund
- repeat ordering of basic stock
- managing merchandising activities to optimise sales performance
- estimating needs of businesses and authorizing the purchase of goods of the types, qualities and quantities required
- conducting regular stock take to ensure inventory accuracy and reconciliation of inventory discrepancies
- keeping abreast of all corporate policies, statutory acts and ensuring compliance
- attending to workplace incidents, managing workplace accidents and reporting to headquarters
- dealing with multiple parties in the workplace, such as colleagues and external customers, as part of managing in-store operations.

The **Retail Manager** oversees the end-to-end operations of a store / assigned selling departments, ensures store's Standard Operating Procedures are followed and is empowered to make decisions on customers' issues/service recovery. This person is responsible for driving, analysing, improving and achieving the store's sales and service performance.

Duties include:

- reviews and analyses daily / weekly / monthly sales performance and inventory level to recommend / implement action to drive sales
- conducting store / selling departments' trainings and briefings
- being responsible for the payroll (where required to), attendance and leave related matters for employees and 3rd party staff in the store / selling departments.
- engaging in innovation and productivity initiatives for the store / selling departments
- driving seamless customer experience across channels
- overseeing order fulfilment processes for customers both in store / selling departments and online business
- approves repeat orders of basic stock
- conducting regular stock take to ensure inventory accuracy and reconciliation of inventory discrepancies
- managing store / selling departments' operations
- handling manpower and operational planning for the productive management of the store / selling departments, including disciplinary, ad-hoc and annual performance reviews, hiring and firing decisions
- cascading and operationalising headquarters' directives to the store / selling departments
- participating in various work group meetings / activities