

RETAIL AND WHOLESALE TRADE MANAGERS

Retail Trade
NOC 0621



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Who are they?

Retail and wholesale trade managers plan, organize, direct, control and evaluate the operations of establishments that sell merchandise or services on a retail or wholesale basis.



Where are they employed?



Retail and wholesale trade managers are employed by retail and wholesale sales establishments or they may own and operate their own store.



Main Duties

Plan, direct and evaluate the operations of establishments engaged in wholesale and retail sales or of departments in such establishments

Manage staff and assign duties

Study market research and trends to determine consumer demand, potential sales volumes and effect of competitors' operations on sales

Determine merchandise and services to be sold, and implement price and credit policies

Locate, select and procure merchandise for resale

Develop and implement marketing strategies



Plan budgets and authorize expenditures

Resolve customer complaints

Determine staffing requirements and hire or oversee hiring of staff.

Employment Requirements



Completion of secondary school may be required.

Specific subject matter courses or training may be required.

A university degree or college diploma may be required by some employers.

Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell complex or valuable merchandise, such as automobiles, antiques or computers.





Four County
Labour Market Planning Board

Serving Bruce Grey Huron Perth

Source: Statistics Canada 2011