



Maldives National Skills Development Authority



National Competency Standard for Retail Services

Standard Code: SOC03S09V1

**Qualification Name: National Certificate III in Retail Services
Qualification Code: SOC03SQ2L309**

PREFACE

The goal of the Employment Skills Training Project (ESTP) is to increase the number of Maldivians, men and women, actively participating in the labor force and employed with the assistance of the Asian development Bank the Project will support the expansion of demand driven employment-oriented skills training in priority occupations and improve the capacity to develop and deliver Competency Based Skill Training (CBST). The Project aims to (i) provide youth with employment-oriented skills training; (ii) improve public perception of training and employment in locally available skills-oriented occupations; (iii) make available employment-related information to more Maldivians; and (iv) strengthen the capacity for labor administration and for labor market analysis.

The focal point of this project is the delivery of CBST to satisfy employer demand-driven needs. The National Competency Standards (NCS) provide the base for this training. Initially training will be focused in five key sectors: tourism, fisheries and agriculture, transport, construction and the social sectors. These sectors are included in the national development priority and play a vital to the continued economic growth of the country.

The NCS are developed in consultation with Employment Sector Councils representing employers. They are designed using a consensus format endorsed by the Maldives Accreditation Board (MAB) to maintain uniformity of approach and the consistency of content amongst occupations. This single format also simplifies benchmarking the NCS against relevant regional and international standards.

NCS specify the standards of performance of a competent worker and the various contexts in which the work may take place. NCS also describes the knowledge, skills and attitudes required in a particular occupation. They provides explicit advice to assessors and employers regarding the knowledge, skills and attitudes to be demonstrated by the candidates seeking formal recognition for the competency acquired following training or through work experience. By sharing this information, all participants in the training process have the same understanding of the training required and the standard to be reached for certification. Certification also becomes portable and can be recognized by other employers and in other countries with similar standards

NCS are the foundation for the implementation of the Technical Vocational Education and Training (TVET) system in Maldives. They ensure that all skills, regardless of where or how they were developed can be assessed and recognized. They also form the foundation for the Maldives National Qualification Framework (MNQF), management by the MAB, which provides certification to those who meet the NCS.

NCS are developed by the TVET Section of Ministry of Higher Education, Employment and Social Security. The NCS are validated Employment Sector Councils of the respective sectors and endorsed by the Maldives Accreditation Board.

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ESTP

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Technical Panel members		
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Mr. Thoha Mohamed	Managing Director	Asharafee Bookshop
Mr. Ahmed Abdul Azeez	Director	Aima Construction Company Pvt ltd
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Name	Designation	Company
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National Competency Standard has been endorsed by		
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Date of Endorsement	Date of revision	

Key for coding

Coding Competency Standards and Related Material	
Description	Represented by
Industry sector	Three letter
Occupation within an industry sector	Two digits 01 - 99
Competency Standard	S
Unit of Competence in a standard	U 01 - 99
Common competency	1
Core competency	2
Optional/ Elective competency	3
Assessment Resource Material	A
Learning Resource Material	L
Curricula	C
Qualification	Q1, Q2 etc
MNFQ level of qualification	L1, L2 etc
Version of year	V1, V2 etc
Year endorsement of standard qualification	By two digits example - 07

Key for coding and Abbreviation

SOC Social sector

1. Endorsement Application for Qualification 01		
2. NATIONAL CERTIFICATE I IN RETAIL SERVICE		
3. Qualification code: SOC03SQ1L109		Total Number of Credits : 48
4. Purpose of the Qualification The holders of this qualification will be will be competent to work in the local Retail Industry as a Customer Service Assistants or entry level Sales Assistants. The level one qualification presented here will facilitate personnel ready for the entry level tasks to be performed in the retail outlets. Similarly, the competency units are mapped in such a way to fulfill the knowledge and skills requirements of the “Customer Service Assistant” or an ‘entry level Sales Assistant’ occupation within the local Retail Industry.		
5. Regulations for the qualification		National Certificate I in Retail Services will be awarded to those who are competent in units 1+2+3+4+5+6
6. Schedule of Units		
Unit	Unit Title	Code
1	Apply safe working practices	SOC03S2U01V1
2	Apply effective work discipline in a retail environment	SOC03S2U02V1
3	Communicate in the retail environment	SOC03S2U03V1
4	Organise and maintain work areas	SOC03S2U04V1
5	Apply basic computing skills	SOC03S1U01V1
6	Apply basic mathematical skills	SOC03S1U02V1
7. Accreditation requirements		The training provider should have a retail outlet or similar training facility to provide the trainees necessary hands-on experience related to this qualification.
8. Recommended sequencing of units		As appearing under the section 06

1. Endorsement Application for Qualification 02		
2. NATIONAL CERTIFICATE III IN RETAIL SERVICE		
3. Qualification code: SOCo3SQ3L314	Total Number of Credits : 114	
4. Purpose of the Qualification The holders of this qualification will be will be competent to work in the local Retail Industry as a qualified Sales Assistants. The level two qualification presented here will facilitate personnel to become effectively competent for the contemporary tasks to be performed by a Sales Assistant in the retail outlets. Similarly, the competency units are mapped in such a way to fulfill the knowledge and skills requirements of the 'Sales Assistant' occupation within the local Retail Industry.		
5. Regulations for the qualification	National Certificate III in Retail Services will be awarded to those who are competent in units 1+2+3+4+5+6+7+8+9+10+11+12+13	
6. Schedule of Units		
Unit	Unit Title	Code
1	Apply safe working practices	SOC03S2U01V2
2	Apply effective work discipline in a retail environment	SOC03S2U02V2
3	Communicate in the retail environment	SOC03S2U03V2
4	Organise and maintain work areas	SOC03S2U04V2
5	Apply basic computing skills	SOC03S1U01V2
6	Apply basic mathematical skills	SOC03S1U02V2
7	Maintain security within the retail outlets	SOC03S2U05V2
8	Undertake financial transactions	SOC03S2U06V2
9	Apply basic salesmanship skills	SOC03S2U07V2
10	Perform stock control procedures	SOC03S2U08V2
11	Assist with marketing in a retail environment	SOC03S2U09V2
12	Merchandise and display of goods	SOC03S2U10V2
13	Create customer relationship a retail environment	SOC03S2U11V2
7. Accreditation requirements	The training provider should have a retail outlet or similar training facility to provide the trainees necessary hands-on experience related to this qualification.	
8. Recommended sequencing of units	As appearing under the section 06	

Unit Details

Unit Title	Unit Title	Code	Level	No of credits
1	Apply safe working practices	SOC03S2U01V1	3	6
2	Apply effective work discipline in a retail environment	SOC03S2U02V1	3	10
3	Communicate in the retail environment	SOC03S2U03V1	3	10
4	Organise and maintain work areas	SOC03S2U04V1	3	10
5	Apply basic computing skills	SOC03S1U01V1	3	6
6	Apply basic mathematical skills	SOC03S1U02V1	3	6
7	Maintain security within the retail outlets	SOC03S2U05V1	3	8
8	Undertake financial transactions	SOC03S2U06V1	3	6
9	Apply basic salesmanship skills	SOC03S2U07V1	3	16
10	Perform stock control procedures	SOC03S2U08V1	3	8
11	Assist with marketing in a retail environment	SOC03S2U09V1	3	6
12	Merchandise and display of goods	SOC03S2U10V1	3	12
13	Create customer relationship a retail environment	SOC03S2U11V1	3	10

Packaging of National Qualifications:

National Certificate I in Retail services will be awarded to those who are competent in units
1+2+3+4+5+6

Qualification Code: SOC03SQ1L109

National Certificate III in Retail services will be awarded to those who are competent in units
1+2+3+4+5+6+7+8+9+10+11+12+13

Qualification Code: SOC03SQ3L314

Competency Standard for

THE RETAIL SERVICES

Unit No	Unit Title
1	Apply safe working practices
2	Apply effective work discipline in a retail environment
3	Communicate in the retail environment
4	Organise and maintain work areas
5	Apply basic computing skills
6	Apply basic mathematical skills
7	Maintain security within the retail outlets
8	Undertake financial transactions
9	Apply basic salesmanship skills
10	Perform stock control procedures
11	Assist with marketing in a retail environment
12	Merchandise and display of goods
13	Create customer relationship a retail environment

Description of A Retail service

This document provides the foundation for benchmarking occupations within the Maldives Retail Sector. In this regard, the *Occupational Standard for the Retail Service Sector* provides the occupational competencies identified to be associated with Customer Service Assistants and Sales Assistants currently working in the Maldives Retail Sector.

Competency Standard Development Process

In preparing the document, consultations were undertaken among the industry representatives comprising of both employee and employer and finally endorsing identified Occupational Standards directly by the owners of reliable, reputed and recognized private companies in the retail industry in order to ensure the developed Occupational Standards for the Retail Service Sector satisfactorily meets the expectations of the Retail Industry of Maldives.

Situational Analysis of the Retail Industry

Situation Analysis of the Retail Industry in Maldives was conducted thoroughly by emphasising and incorporating the following stakeholders:-

1. Collection of firsthand information from Owners/Employers currently operating Retail Service Outlets.
2. Collection of firsthand information from Employees currently working in the Retail Service Sector.
3. Close and concise observations were made based on the amount of service, product line, relative price, control of outlets, and type of store cluster of Retail Outlets in the domestic industry