

Retail and Wholesale Trade Managers

Description

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

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
- Source and negotiate with vendors when necessary to procure merchandise for resale
- Develop and implement marketing strategies
- Plan budgets, authorize expenditures, and monitor revenues
- Evaluate and improve customer service and respond to customer requests and issues
- Address staffing requirements, including the hiring, development and retention of staff

Other titles:

- Store Manager
- Assistant Manager
- Clothing Store Manager
- Car Dealership Manager
- Automobile Repair Shop Manager
- Cattle Dealer
- Supermarket manager
- Sporting Goods Store Manager
- Department Store Manager

(Government of Canada National Occupation Classification)

Skills

Speaking	Critical Thinking	Active Listening	Monitoring	Complex Problem Solving	Leadership
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Education/Training Requirements

Ontario Secondary School Diploma (OSSD)

- Completion of secondary school is required

Post-secondary diploma/degree

- A university degree or college diploma in business administration or other required field related to the product or service being sold may be required

Certification

- Several years of related retail or wholesale sales experience at increasing levels of responsibility are usually required.

Potential Earnings in Durham Region

The average and median wages and salaries for individuals employed as retail and wholesale trade managers are as follows. Place of Residence (POR) is defined as individuals who reside within the Durham Region. Place of Work (POW) is defined as individuals who are employed within the Durham Region.

Median Wages and Salaries (POR): **\$45,686** Average Wages and Salaries (POR): **\$55,208**
 Median Wages and Salaries (POW): **\$41,768** Average Wages and Salaries (POW): **\$49,931**

Employment Prospects

Industry (NAICS)	Jobs in Durham Region (POW)	Durham Region Residents Employed (POR)
3399 Other miscellaneous manufacturing	35	30
4131 Food wholesale-distributors	40	70
4163 Lumber and other building supplies wholesale distributors	35	55
4461 Health and personal care stores	265	270

(Ministry of Advanced Education and Skills Development 2016 data in Durham Workforce Authority's 2017 Sector Report)