



WHOLESALE AND RETAIL : WHRT4

LESSON 1

Notes and Activities

CAREER OPPORTUNITIES IN WHOLESALE AND RETAIL: US 259937

TOPIC: Identify Entry - Level positions in the Wholesale and Retail Sector

By the end of this lesson you should be able to:

1. List the different sub-sectors and categories in the wholesale and retail sectors.
2. List entry - level positions in the sub-sectors and categories.
3. Identify duties required for different positions.

- 1 South Africa has a large service sector.
There are three sectors involved in the production of goods and services:

Primary Sector : Agriculture, forestry, fishing and mining

Secondary Sector: Manufacturing, electricity ,construction gas and water

Tertiary (services) Sector : Wholesale, retail and accommodation

Sub-sectors, categories and entry level positions in wholesale and retail

In wholesale and retail environment there are sub-sectors and categories.

Sub-sectors are as follows:

- Wholesale e.g. Wholesale trade in solid, liquid and gaseous fuels and related products
- Retail e.g. Retailers of food, beverages and tobacco in specialised stores.
- Merchandising
- Groups
- Large Chain
- Independent enterprise
- Small, Medium and Micro Enterprises
- Franchises

Categories are as follows:

Include but not limited to:

- Hardware stores
- Music stores
- Food stores
- Furniture stores
- General/specialty merchandise

Entry level positions



Entry Level Positions in Wholesale and Retail

- Positions Cashiers / till operations
- Help Desk Operators
- Order Clerks
- Stockroom Clerks
- Receiving Clerks
- Dispatching Clerks
- Delivery drivers
- Shipping Clerks
- Forklift drivers
- Order Pickers
- Sales Assistants
- Credit Controllers
- Shelf Packers / Store Assistants

The different entry –level positions in wholesale and retail sector are discussed in detail below.

POSITION	DUTIES
1. Order Clerk	Receive and process goods or services
2. Receiving Clerk	Determines whether the order has been billed correctly
3. Dispatch Clerk	Determines whether the order has been billed correctly
4. Shipping Clerk	Keeps records of all outgoing shipments Prepare shipping documents
5. Sales Assistant	Screens telephone calls to sales representatives Contribute to customer satisfaction
6. Credit Controller	Send out invoices and credit notes Follow up on late payments
7. Shelf Packer	Place goods neatly on floors Fills shelves with goods
8. Cahier	Total bills Receives money
9. Forklift Driver	Operate forklift that moves bulk materials
10. Delivery Driver	Drives a car, bakkie, Or trucks to deliver products
11. Order Clerk	Sort and place material and items on racks, shelves or in bins according to sequence
12. Stockroom Clerk	Distribute and ship items Do physical stocktake
13. Help desk operator	Provide customer service to clients

Activity 1

- 1.1 Match the statement(s) in COLUMN B with the word(s) in COLUMN A. Write only the letter (A – J) next to the question number (1.1 –1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1	Receiving clerk	A	Screens telephone calls to sales representatives
1.2	Shelf packer/store assistant	B	Total bills, receives money, calculates change Determine whether the orders have been billed correctly by comparing the actual order received
1.3	Sales assistant	C	
1.4	Order clerk	D	Drives a vehicle to deliver products to the clients
1..5	Help desk operator	E	Receive and process orders for a variety of goods or services
1..6	Cashier/till operator	F	Maintains inventory, distributes ships items, does a physical stock take.
1..7	Delivery driver	G	Sends out invoices and credit notes, follows up on late payments
1.3.8	Credit controller	H	Interprets and fills production schedules, customer orders, and work orders
1..9	Order picker	I	Responds to and deals with technical queries.
1.10	Stockroom clerk	J	Fills shelves with goods.

Activity 2

- 2.1 List THREE sub-sectors and THREE categories in the Wholesale and Retail sector (6)
- 2.2 Identify the difference between Receiving Clerk and Dispatch Clerk (4)
- 2.3 Mention the similarities between Delivery Driver and Forklift driver (2)
- 2.4 In your own words, explain what is stock take (1)

- 2.4 What skills does a cashier need to have? (2)
- 2.6 State two qualifications an order picker needs (2)

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HARD WORK PAYS!

Let's Move To Lesson 2 ...