

# The Employment Journey

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## PEI Retail Sector - 2010

### Definition:

Retail companies sell consumer goods and related services to the general public. Retailers come in all shapes and sizes, from large chain stores and car dealerships to small independent stores to catalogue and Internet retailers.

Wholesale companies generally sell to other businesses such as contractors and retail companies.

### Number of people working in retail:

Wholesale/retail trade is the largest private sector employer on PEI.

The retail sector employs 10,000 Islanders, according to Statistics Canada Labour Market Survey September 2009. Within this sector, 70 percent of employees worked more than 30 hours per week.

- Retail companies are about 59 percent female.
- Wholesale companies are about 79 percent male.

### Changes in the retail setting on PEI:

Within the last ten years, there have been a great many changes in the retail environment on PEI. There are now big box stores outside the city centre. And retail establishments are diversifying. Grocery stores are carrying clothing, furniture and home decor. Department stores are carrying groceries. And more gas stations offer coffee and fast food.

### The challenge of competing with big box stores:

PEI has seen many new national and international chain stores established within the last ten years. Competition for workers has challenged small businesses to look at wages and benefits, and to provide a superior level of customer service and good product knowledge.

There will always be a place for specialty stores. The trend to bigger stores is now showing a turn-around because an aging population often does not want to navigate a huge store to do their shopping. Consumer demand is moving towards high end purchases. Also, Internet shopping has not become as big a factor as expected. People still want to see and touch the goods before they buy, and many are worried about the security of using credit cards on-line.

## Retail jobs with a good outlook and 2009 wages:

- Wage information is from [www.labourmarketinformation.ca](http://www.labourmarketinformation.ca)

<b>Sales, Marketing and Advertising Managers -</b>	\$10.20 to \$33.90
<b>Retail Trade Managers -</b>	\$8.90 to \$19.80
<b>Customer Service, Information and Related Clerks -</b>	\$9.40 to \$17.15
<b>Retail Trade Supervisors -</b>	\$9.20 to \$18.50
<b>Technical Sales Specialists - Wholesale Trade -</b>	\$9.95 to \$18.60
<b>Retail and Wholesale Buyers -</b>	minimum wage to \$13.20
<b>Cashiers -</b>	minimum wage to \$12.25
<b>Grocery Clerks and Store Shelf Stockers -</b>	minimum wage to \$11.85
<b>Retail Salespersons and Sales Clerks:</b>	minimum wage to \$15.50

## PEI Employers:

For more information about PEI employers, visit [www.labourmarketinformation.ca](http://www.labourmarketinformation.ca)  
Click on **Wages and Salaries**, search any of the jobs listed above, and click on **Potential Employers**.

## Education:

- Many companies do their own specific training for retail employees.

## Formal Post Secondary Educational Training:

### Holland College:

The **Retail Business Management** program relates to this industry group. Two programs are offered: **Sales Professional** is a one-year certificate program. **Retail Manager** is a two-year diploma program. Courses include business communications, computer applications, consumer behaviour, visual merchandising, economics, retail strategy, business law and accounting.

Graduates of the two-year program can apply for the two-year **Bachelor of Business Studies (BBS)** at UPEI, which enables students to continue their education through a concentration in Business Administration.

Visit [www.hollandcollege.com](http://www.hollandcollege.com)

### Academy of Learning:

The **Customer Service & Information Clerk** program develops skills related to the call centre industry and could fit this industry group. The program gives students the foundation to work as a call centre customer representative by developing competencies and skills in telephone communications, team dynamics, personal development, call centre functions, benefits, technologies and computer software programs. They also offer a **Business Administration** and **Sales Professional** certificate course.

Visit [www.academyoflearning.com](http://www.academyoflearning.com)

**University of Prince Edward Island:**

The UPEI School of Business offers an undergraduate **Bachelor of Business Administration** degree as well as an **Accounting Certificate** which are related to this occupation. There is also a newly-introduced two-year **Bachelor of Business Studies (BBS)**.

Visit [www.upei.ca](http://www.upei.ca)

**Eastern College (formerly CompuCollege):**

The **Business Administration and Sales Specialist** program, **Business and Computer Applications with Sales Specialist**, and the **Business Administration** programs are related to this industry group. Successful graduates will meet the program requirements to receive the Certificate in Supervisory Management (CSM), issued by the Canadian Institute of Management (CIM). The certification is nationally recognized as the standard of excellence for supervisory training.

Visit [www.easterncollege.ca](http://www.easterncollege.ca)

**To explore the Retail sector further, visit:**

[www.pei.jobfutures.org](http://www.pei.jobfutures.org)

[www.peijobslink.ca](http://www.peijobslink.ca)

[www.labourmarketinformation.ca](http://www.labourmarketinformation.ca)