Zamit and QAI are Approved Training Partners
with National Skills Development Corporation



QAI Level 2 Certificate in Retail Sales and Service Skills

Get Job-Ready for a Career in Retail

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Background

The retail industry is growing quickly in India and many other countries. In India, the retail market is worth about ₹100 lakh crore and provides jobs to around 4 crore people. By 2030, the sector is expected to create about 2.5 crore new jobs, according to a NASSCOM report (2022): https://tinyurl.com/mr2j9bjb. Many companies already say they cannot find enough people with the right skills and domain knowledge.

To work in retail, people need to know how to arrange products, help customers, and use store systems like billing and stock checks. It is also important to speak clear, simple English, be polite and friendly, and work well in a team. People with strong retail knowledge, good English communication, and soft skills like teamwork and time-keeping are more likely to get jobs and grow in the industry.

That's why it is important for anyone who wants to work in retail to learn the right skills to become job-ready and succeed.

Course Description

This course is based on and aligned with the Retail Sales Associate Qualification Pack (QP Code: RAS/Q0103), developed by the Retailers Association's Skill Council of India (RASCI). It is also mapped to Level 2 of the Regulated Qualifications Framework (RQF) – England, Wales, and Northern Ireland.
This course is ideal for school leavers (10th Pass) who want to start a career in the retail sector, especially in roles that involve helping customers and selling products. After completing the course, learners will be ready to work as Retail Sales Associates in supermarkets, shopping malls, retail stores, showrooms, electronics outlets, and similar sales environments. To do well in this course, students should be physically fit, enjoy working with people, and have good listening and communication skills.



At the end of the course, learners will be able to:

a. Assist customers by understanding their needs and recommending suitable products

b. Maintain product displays, manage stock, and operate Point of Sale (POS) systems

c. Handle customer queries, complaints, and returns professionally

d. Communicate effectively using workplace English in retail settings

e. Demonstrate key employability traits such as teamwork, grooming, time management, and customer-focused behaviour





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Course Highlights

This programme prepares learners for real jobs in the retail sector. It builds job-ready skills through hands-on training, practical activities, and lessons aligned with retail industry needs. Graduates are equipped for roles in supermarkets, apparel stores, electronics outlets, and more.

Some key highlights of the course are given below:

- **Duration:** 400 hours (can be completed over 12 weeks / 3 months)
- **Entry Requirement:** 10th Pass with English at CEFR Level A2
- **Delivery Mode:** Full-time, Part-time, Weekends, or Holidays
- **Theory & Practical:** Includes classroom sessions, masterclasses by national and international experts, and lab-based practical training
- **Knowledge & Skills:** A total of 19 modules:
  - Domain and Technical Knowledge for the retail sector (8 modules)
  - Workplace English for Retail (5 modules), mapped to CEFR Level B1
  - Professional & Employability Skills (6 modules), mapped to CIFR Level B1 – Common International Framework of Reference for Future Readiness
- **National & International Standards:**
  - Based on National Occupational Standards (QP Code: RAS/Q0103) of Retailers Association's Skill Council of India (RASCI)
  - Mapped to Level 3 of the National Skills Qualifications Framework (NSQF) – India
  - Aligned with Level 2 of the Regulated Qualifications Framework (RQF) – England, Wales, and Northern Ireland, certified by Qualifications and Assessments International (QAI), UK
  - English for the Retail Workplace mapped to Level B1 of the Common European Framework of Reference for languages
- **Retail Simulation Lab:** Hands-on training in a mock retail setup for real-world experience



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Made and Taught by Experts

The QAI Level 2 Certificate in Retail Sales and Service Skills has been developed by experts from India and the UK with years of hands-on experience in retail and store operations. Their insights ensure the course covers practical skills and knowledge needed to succeed in the retail industry.

The course is delivered by trainers certified by QAI, UK. All centres use the same high-quality, standardised international learning materials, ensuring every learner receives consistent and effective training.

Assessment and Certification

The performance and participation of learners is assessed and marked using both Indian and UK standards and the certificate is issued by Qualifications and Assessments International (QAI) UK.

The certificate of achievement will be awarded as follows:

- Distinction: 75% and above
- Merit: 60% to 74%
- Pass: 41% to 59%
- Fail: Below 40%



About Zamit-QAI

Zamit, UK is a leading SkillTech company focused on helping students, teachers, and job seekers develop the skills needed for today's fast-changing world. Qualifications and Assessments International (QAI), also based in London, UK, is a global organisation that offers and certifies qualifications, training programmes, and assessments.

Together, Zamit and QAI provide a wide range of job-oriented vocational programmes, language training, teacher and trainer development, and 21st-century & employability skills courses. These are suitable for school and university students, teachers, trainers, and job seekers. Their programmes cover key sectors like healthcare, elder care, hospitality, tourism, retail, construction, technology, logistics and others.

Zamit-QAI are Approved Training Partners of India's National Skill Development Corporation (NSDC), which operates under the Ministry of Skill Development and Entrepreneurship. Their English language courses follow CEFR standards, and skills and teacher training align with the Common International Framework of Reference (CIFR). Vocational qualifications are mapped to both the UK's Regulated Qualifications Framework (RQF) and India's NSQF.

As a responsible organisation, Zamit-QAI supports future readiness through scholarships, research, and grants via The Future Foundation.
Guided by innovation and global standards, Zamit-QAI are preparing individuals in India and worldwide for success in education and employment.

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