

RETAIL TRADE

Retail trade comprises establishments engaged in retailing merchandise and rendering services incidental to the sale of merchandise. There are two main types of retailers: store and nonstore retailers.

Due to high turnover, jobs will be plentiful for young workers, first-time job seekers, persons with limited job experience, senior citizens, and persons seeking part-time work. Retail trade occupations expected to have the most job openings also are the largest occupations: Retail salespersons, cashiers, and security guards. However, two occupations may experience a decline in employment over a 10-year period: Stock clerks and switchboard operators.

Earnings are generally lower than the average for all industries, reflecting a large proportion of entry level and part-time jobs. The managerial and accounting occupations have the highest pay and also require at least a Bachelor's degree. The other occupations require on-the-job training or work experience in a related job.

Educational attainment clusters are designed to reflect the multiple paths leading into an occupation and are not intended to replace the education and training requirements. Clusters are defined on the basis of the distribution of educational attainment across occupations.

For additional information on retail-related occupations, visit www.hiwi.org.

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HAWAII



Career Directions



RETAIL TRADE



A Brief Look at
Jobs ~ Outlook ~ Wages ~ Education



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QUALITY INFORMATION FOR INFORMED DECISIONS

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RETAIL TRADE Occupation/Description by Education and Training Level	Projected Employment	10-year Growth	Avg. Ann. Openings	Annual Wage	Educational Attainment*
Bachelor's plus work experience: Exper. in related non-managerial position which requires a bachelor's					
General and Operations Managers: Plan, direct, or coordinate the operations of companies or public and private sector organizations.	7,960	15.4%	240	\$91,940	HS/SC/C
Sales Managers: Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.	1,930	28.7%	70	\$71,740	SC/C
Bachelor's degree: At least four years of full-time academic study beyond high school					
Accountants and Auditors: Examine, analyze, and interpret accounting records for the purpose of giving advice or preparing statements. Install or advise on systems of recording costs or other financial and budgetary data.	4,700	14.6%	140	\$48,740	C
Work experience: Skills and training acquired in related occupation; no degree					
First-Line Supervisors/Managers of Retail Sales Workers: Directly supervise sales workers in a retail establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.	6,720	14.7%	190	\$36,440	HS/SC/C
First-Line Supervisors/Managers of Office and Administrative Support Workers: Supervise and coordinate the activities of clerical and administrative support workers.	6,730	3.7%	160	\$46,200	HS/SC/C
Wholesale and Retail Buyers, Except Farm Products: Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods.	1,110	7.8%	30	\$43,390	HS/SC/C
Moderate-term on-the-job training: 1-12 months of combined on-the-job experience & informal training					
Customer Service Representatives: Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.	7,980	19.6%	230	\$30,160	HS/SC/C
Short-term on-the-job training: Short demo. of duties or 1 mo. or less of on-the-job exper. or instruction					
Retail Salespersons: Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment.	23,580	10.4%	1,000	\$22,590	HS/SC/C
Cashiers: Receive and disburse money in establishments other than financial institutions. Usually involves use of electronic scanners, cash registers, or related equipment. Often involved in processing credit or debit card transactions and validating checks.	13,140	9.4%	700	\$19,230	HS/SC
Security Guards: Guard, patrol, or monitor premises to prevent theft, violence, or infractions of rules.	12,090	29.0%	480	\$22,120	HS/SC
Stock Clerks and Order Fillers: Receive, store, and issue sales floor merchandise, materials, equipment, and other items from stockroom, warehouse, or storage yard to fill shelves, racks, tables, or customers' orders.	6,060	-6.8%	240	\$23,620	HS/SC
Counter and Rental Clerks: Receive orders for repairs, rentals, and services.	2,560	16.4%	120	\$21,400	HS/SC/C
Switchboard Operators, Including Answering Service: Operate telephone business systems equipment or switchboards to relay incoming, outgoing, and interoffice calls.	1,460	-0.7%	40	\$26,930	HS/SC

*Educational Attainment: HS=high school, SC=some college, C=college.

Sources: 1) Education and Training: Bureau of Labor Statistics, U.S. Dept. of Labor; 2) Occupation/Description: Standard Occupational Classification System, Bureau of Labor Statistics, U.S. Dept. of Labor, 2000, www.bls.gov/soc/; 3) Employment, growth, and openings: Employment Outlook for Industries & Occupations, 2002-2012 revised, Hawaii State Dept. of Labor & Industrial Relations, <http://www.hiwi.org/?PAGEID=67&SUBID=128>; 4) Wage: State Occupational Employment and Wage Estimates, November 2004, Bureau of Labor Statistics, U.S. Dept. of Labor, http://www.bls.gov/oes/current/oes_hi.htm.