

# RETAIL AS A CAREER: BEYOND NAME TAGS AND CASH REGISTERS

Millennials seem well suited for a career in retail, when you consider their existing work backgrounds and what they want for their future career experiences. However, while retail is likely to satisfy their goals, a nationwide survey by Barnes & Noble College of Millennial college students indicates that many overlook it as a career path.



## JOB VS. CAREER

Experience in Retail:

46%



Considering Retail Career:

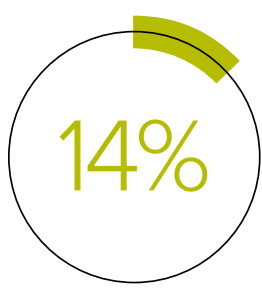
5%



### Missed Opportunities



of Millennials are currently in the industry



already have management experience



have at least 2-3 years' experience

### Why retail?

For those considering as career after college...

ENJOY IT



A GOOD SIDE JOB



BUILDS SKILLS



IT'S A JOB



IS REQUIRED/AREA OF STUDY



WILL BE A RETAIL ENTREPRENEUR



For those not considering as career after college...

NOT INTERESTED/PLANNING SOMETHING ELSE



DID NOT/WOULD NOT ENJOY IT



LOW PAY



DON'T WANT TO DEAL WITH CUSTOMERS



DON'T LIKE SALES



DOESN'T HELP/MAKE AN IMPACT



## RECOGNIZING THE BENEFITS

Acknowledged by retail workers and non-retail workers:



Customer service skills



Communication skills



Sales skills



Organizational skills



Critical thinking skills

About half of non-retail workers also saw opportunity in these areas:



Marketing skills



Managerial skills



Networking skills

### Appeal of Retail Career

Millennials who haven't ruled out retail see many positives:

OPPORTUNITY TO LEARN A WIDE RANGE OF SKILLS



DYNAMIC WORK ENVIRONMENT



OPPORTUNITY TO GROW AND MANAGE A TEAM OF PEOPLE



ABILITY TO TAKE OWNERSHIP AND RESPONSIBILITY

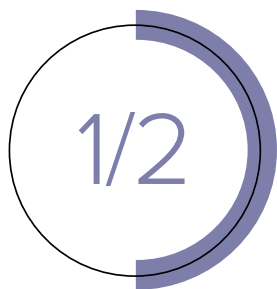


FINANCIAL REWARDS



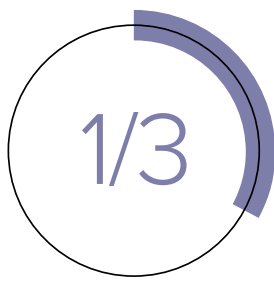
## CAREER PATH

### Retail Roles of Interest



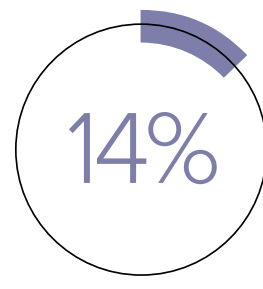
About 1/2 say ...

- Marketing
- Store Management



About 1/3 say ...

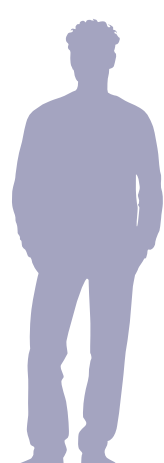
- In-store Sales
- Operations
- Merchandising
- Finance



Least popular role?

- IT

### Gender Breakdown



Men

- Finance
- Operations
- IT



Both

- Store Management
- Marketing
- Merchandising



Women

- In-store Sales

## MOVING FORWARD

The challenge for the retail industry? Connect the dots when it comes to benefits and demonstrate growth potential beyond the sales floor.

For more information, visit [bncollege.com](http://bncollege.com).