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**SB**

**INDUSTRY STANDARD OF THE  
PEOPLE'S REPUBLIC OF CHINA**

**SB/T 10704-2012**

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**General requirements for retail leasing officer job skill  
(English Translation)**

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**Issued by: Ministry of Commerce of the People's Republic of China**

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### Foreword

This standard and SB/T 10705-2012 "Requirements for General Requirements for Retail Buyers' Job Skills", SB/T 10512.1-2008 "Real Management Grassroots" Skills Requirements Salesperson, SB/T 10512.2-2008 "Requirements for Recruitment in Grassroots Jobs in Retail Industry", SB/T 10512.3-2008 "Required Loss Prevention Skills for Grassroots Jobs in Retail Industry", SB/T 10512.4-2008 "Skills for Grassroots Jobs in Retail Industry Requires Fresh Workers", SB/T 10512.5-2008 "Required Cashiers in the Basic Skills of Retail Industry", SB/T 10512.6-2010 "Real-time Jobs in Retail Industry" can ask the receptionist at the front desk, SB/T 10568-2010 "General requirements for the post skills of chain store managers" to constitute China's retail industry the domestic trade series of industry standards required by skill.

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard is proposed and managed by the Circulation Industry Development Department of the Ministry of Commerce of the People's Republic of China.

This standard is drafted and explained by Shenzhen Retail Business Association and Shenzhen Chain Management Association.

This standard is mainly drafted by. Shenzhen Retail Business Association, Shenzhen Chain Management Association, Shenzhen Lilian Sun Plaza Co., Ltd.

Company, Maoye International Holdings Co., Ltd., Shenzhen Jinguanghua Commercial Co., Ltd.

## Introduction

With the rapid expansion of retail chain enterprises, market competition has become increasingly fierce, and many retail chain companies have begun to pay attention to the training of recruiters, but lack Lack of corresponding industry recruiter standards and guidance materials, enterprises lack of standardized training and assessment mechanisms for investment promotion personnel, it is difficult to measure the investment the real ability and quality also cause the company's investment attraction to be relatively weak. Therefore, it is forced to train high-quality businessmen for the retail and chain industries.

imminent.

This standard is based on the general requirements of the job skills and professional knowledge that the retail industry enterprises should grasp for the recruiters.

It is formulated based on the status quo and development requirements of the common characteristics of the positions of the business and the business.

This standard is one of the series of standards for the recruitment of retailers in the retail industry. The series of standards include but are not limited to. general requirements for the recruitment of retailers Seeking, different categories of goods, business, different formats, industry, professional qualifications, etc.

General requirements for job skills of retailers

## 1 Scope

This standard stipulates the basic requirements, job responsibilities, professional qualities and general routine work requirements of the retail traders.

For training, assessment and certificate issuance.

This standard is applicable to the evaluation of professional quality and vocational training of retailers in retail enterprises.

## 2 Terms and definitions

The following terms and definitions apply to this document.

Merchant retailleasingofficer Retail companies are responsible for the investment of brands from different industries.

Brand Bradowner

A business entity that has a legally registered trademark (service) monopoly (camp).

Professional quality professionalqualities the comprehensive expression of the basic quality, professional knowledge and technical ability of the recruiter.

### **3.1 Education**

Should have a college degree or above, have a certain level of English and oral communication skills.

### **3.2 Work experience**

Should have more than 1 year of retail marketing experience, have certain brand and market information resources and negotiation experience.

### **3.3 Professional conduct**

No industry record, no criminal record, integrity,, strict compliance with national laws and regulations and corporate rules and regulations.

## **4 Job responsibilities**

### **4.1**

Responsible for the collection of company-designated brand information and establishment of brand reserve files.

### **4.2**

Responsible for the proposal of the investment promotion plan and brand adjustment plan of the designated brand.

### **4.3**

Responsible for conducting market surveys of designated brands and preparing survey reports.

### **4.4**

Responsible for the introduction, negotiation and arrangement of designated brand owners in the mall.

### **4.5**

Responsible for the new store expansion and investment promotion work according to the company's requirements.

### **4.6**

Responsible for maintaining and coordinating the relationship between the designated brand and the various departments of the company.

### **4.7**

Responsible for facilitating the completion of the annual business indicators of the designated brand.