

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾

**Lehrabschlussprüfungszeugnis Einzelhandel –
Schwerpunkt Digitaler Verkauf**

⁽¹⁾ in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN) ⁽²⁾

**Certificate of Apprenticeship “Retail Trade Services specialising in Digital Sales”
(f/m)**

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

The retail trader specialising in digital sales

- plans his/her (further) initial and continuing education and training with awareness of the importance of lifelong learning for his/her individual professional and personal success,
- develops personal strength through self-reflection,
- forms his/her own opinion and viewpoint based on the social and economic situation,
- is able to explain the importance of a well-groomed appearance of the salesman/saleswoman,
- is able to enter into dialogue with customers, taking relevant communication and feedback rules into account, is able to inform and advise them,
- sells goods and services applying his/her knowledge of the goods and offers service provision,
- accepts sales and customer orders and handles them,
- is able to explain the basics of a guarantee and warranty,
- accepts complaints and handles them,
- is aware of the importance of sustainable, ecological production and the effects of globalisation,
- identifies the demand for goods and cooperates in goods acquisition,
- cooperates in the acceptance of goods and controls on goods, examines and maintains the inventory levels, labels the goods and stores them,
- places and presents goods in the sales room and cooperates in sales promotion measures,
- operates the cash desk and settles the cash accounts,
- evaluates key performance indicators and statistics for monitoring success and derives measures from this,
- cooperates in the planning and organisation of work processes,
- uses information and communication technologies,
- works in a team-, customer- and process-oriented way using his/her service competence,
- is able to assess the possibilities of using mobile devices as part of his/her sales activities but is also aware of the risks of the digital world,
- is able to use mobile devices in his/her sales pitches and advisory talks in a customer-friendly and needs-oriented manner,
- uses mobile devices when offering supplementary and replacement items as well as other services of the company,
- knows how to handle returned goods from multi-channel selling (buying online – returning offline),
- cooperates in answering online enquiries related to his/her activity area.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾
Range of occupations:

Employment including in retail businesses of all sectors

⁽³⁾ if applicable

(*) Explanatory note

This document has been developed with a view to providing additional information on individual certificates; it has no legal effect in its own right. These explanatory notes refer to the Decision (EU) no. 2018/646 of the European parliament and the Council of 2 May 2018 on a common framework for the provision of better services for skills and qualifications (Europass).

More information on Europass is available at: <http://europass.cedefop.europa.eu> or www.europass.at

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate Lehrlingsstelle der Wirtschaftskammer (Apprenticeship Office of the Economic Chamber; for the address, see certificate)	Name and status of the national/regional authority providing accreditation/recognition of the certificate Bundesministerium für Arbeit und Wirtschaft (Federal Ministry for Labour and Economy)
Level of the certificate (national or international) NQF/EQF 4 ISCED 35	Grading scale / Pass requirements Overall performance: Pass with Distinction Good Pass Pass Fail
Access to next level of education/training Access to the <i>Berufsreifeprüfung</i> (i.e. certificate providing university access for skilled workers) or a vocational college for people under employment. Access to relevant courses at a <i>Fachhochschule</i> (i.e. university level study programme of at least three years' duration with vocational-technical orientation); additional examinations must be taken if the educational objective of the respective course requires it.	International agreements Between Germany, Hungary, South Tyrol and Austria, international agreements on the mutual automatic recognition of apprenticeship-leave examinations and other vocational qualifications have been concluded. Information on equivalent apprenticeship occupations can be obtained from the Federal Ministry for Labour and Economy.
Legal basis 1. Training Regulation for Retail Trade Services BGBl. II (Federal Law Gazette) No. 113/2015 as amended by BGBl. II (Federal Law Gazette) No. 130/2017 and No. 115/2023 (company-based training) 2. Curriculum framework (education at the vocational school for apprentices)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Training in the framework of the given Training Regulation for Retail Trade Services and of the curriculum of the vocational school for apprentices. Admission to the final apprenticeship examination upon completion of the apprenticeship period specified for the apprenticeship trade concerned. The final apprenticeship examination aims to establish whether the apprentice has acquired the skills and competences required for the respective apprenticeship trade and is able to carry out the activities particular to the learned trade herself/himself in an appropriate manner. 2. Admission to the final apprenticeship examination in accordance with Article 23 (5) of the <i>Berufsausbildungsgesetz</i> (Vocational Training Act). An applicant for an examination is entitled to sit the final apprenticeship examination without completing a formal apprenticeship training if she/he has reached 18 years of age and is able to prove acquisition of the required skills and competences by means of a relevant practical or an on-the-job training activity of appropriate length, by attending relevant courses etc.
Additional information: Entry requirements: successful completion of 9 years of compulsory schooling Duration of training: 3 years Enterprise-based training: Enterprise-based training comprises $\frac{4}{5}$ of the entire duration of the training and focuses on the provision of job-specific skills and competences according to Article 4 of the Training Regulation, BGBl. II (Federal Law Gazette) No. 113/2015 as amended by BGBl. II (Federal Law Gazette) No. 130/2017 and No. 115/2023, enabling the apprentice to exercise qualified activities as defined by the profile of skills and competences specified above (cf. job profile). Education at vocational school: School-based education comprises $\frac{1}{5}$ of the entire duration of the training. The vocational school for apprentices has the tasks of imparting to apprentices the basic theoretical knowledge, of supplementing their enterprise-based training and of widening their general education in the framework of subject-oriented part-time instruction. More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at and www.edusystem.at National Europass Center: europass@oead.at Ebendorferstraße 7, A-1010 Vienna; Tel. + 43 1 53408-684