

# Alberta Ministry of Labour

## 2017 Alberta Wage and Salary Survey

*The Alberta Wage and Salary Survey is undertaken by the Alberta Ministry of Labour to provide current wage rates and skill shortage information on various occupations in Alberta, and in specific industries and Economic Regions. This labour market information helps Alberta employers to fine tune their compensation and recruitment strategies, helps individuals make career and education choices, and aids the provincial government in developing effective policies and providing services.*

### Retail Trade Industry Summary Report

#### SURVEY RESULTS

The survey was completed with 718 employers in the Retail Trade industry sector who provided information on over 36,529 employees in various occupational classifications<sup>1</sup>. Survey data were collected between February and July 2017. Alberta Wage and Salary Survey results by Four-Digit National Occupational Classification (NOC) for all of Alberta, by industry group, and by geographic area can be found at [www.alis.alberta.ca/wageinfo](http://www.alis.alberta.ca/wageinfo)

#### WAGES FOR SELECTED OCCUPATIONS

The following table illustrates the wage survey results associated with some common occupations within this industry<sup>2</sup>. The tables below present results for three-digit NOC minor groups and for four-digit NOCs.

RETAIL TRADE INDUSTRY Selected Occupations (NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
<b>Common Business, Managerial, Administrative, and Clerical Occupations</b>							
001 Legislators and senior management	38	57	C	42	\$51.39	\$68.14	\$62.68
0015 Senior managers - trade, broadcasting and other services, n.e.c.	25	40	C	42.3	\$51.74	\$67.08	\$61.75
011 Administrative services managers	58	108	A	39.4	\$30.41	\$48.46	\$38.90
0111 Financial managers	41	56	B	38.9	\$34.86	\$61.22	\$45.69
012 Managers in financial and business services	31	55	B	41.1	\$36.62	\$53.20	\$44.93
0122 Banking, credit and other investment managers	20	39	C	41.1	\$38.89	\$57.41	\$48.97
060 Corporate sales managers	13	34	C	39.7	\$38.96	\$49.98	\$43.31

<sup>1</sup> The estimated sample error at the establishment level for overall results for this industry is estimated to be  $\pm 2.4\%$  at a 95% confidence level (i.e., 19 times out of 20) taking into account the sample design effect associated with over/under sampling and data weighting.

<sup>2</sup> Occupations were selected as the top occupations in terms of number of employees as per Statistics Canada 2011 National Household Survey data for this industry and supplemented by other occupations frequently reported by industry employers. Only occupations with a minimum number of reportable observations were selected. Some occupations common to this industry may not be listed if sufficient reliable data were not available.

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b># of Employees</b>	<b>Data Reliability Code</b>	<b>Avg. Hours Worked per Week</b>	<b>Avg. Starting Pay</b>	<b>Avg. Top Pay</b>	<b>Overall Average Pay for All Employees</b>
0601 Corporate sales managers	13	34	C	39.7	\$38.96	\$49.98	\$43.31
062 Retail and wholesale trade managers	404	3061	B	39.8	\$25.21	\$43.08	\$30.74
0621 Retail and wholesale trade managers	404	3,061	B	39.8	\$25.21	\$43.08	\$30.74
063 Managers in food service and accommodation	18	47	C	41.3	\$20.14	\$24.53	\$21.90
0631 Restaurant and food service managers	17	46	C	41.3	\$19.48	\$24.01	\$21.32
071 Managers in construction and facility operation and maintenance	26	37	B	40.6	\$30.11	\$38.61	\$35.63
0714 Facility operation and maintenance managers	21	27	B	40.5	\$29.93	\$39.21	\$35.54
091 Managers in manufacturing and utilities	14	44	C	41.5	\$35.73	\$40.95	\$38.36
0911 Manufacturing managers	14	44	C	41.5	\$35.73	\$40.95	\$38.36
111 Auditors accountants and investment professionals	45	70	A	39.4	\$27.40	\$33.63	\$31.21
1111 Financial auditors and accountants	41	55	A	39.2	\$27.73	\$34.35	\$31.83
112 Human resources and business service professionals	24	43	B	35.1	\$21.10	\$28.74	\$25.10
121 Administrative services supervisors	36	153	B	37.2	\$20.40	\$25.18	\$23.76
1215 Supervisors, supply chain, tracking and scheduling co-ordination occupations	29	124	B	37.8	\$19.05	\$23.76	\$22.38
122 Administrative and regulatory occupations	62	128	B	37.5	\$20.01	\$28.48	\$24.08
1221 Administrative officers	49	107	B	37.3	\$19.50	\$28.63	\$23.60
124 Office administrative assistants - General legal and medical	23	103	B	34.3	\$16.16	\$20.43	\$18.79
1241 Administrative assistants	23	103	B	34.3	\$16.16	\$20.43	\$18.79
131 Finance insurance and related business administrative occupations	76	106	A	33.7	\$20.99	\$29.98	\$25.35
1311 Accounting technicians and bookkeepers	75	101	A	33.5	\$20.99	\$29.98	\$25.35
141 General office workers	148	585	A	35.6	\$16.04	\$24.25	\$19.87
1411 General office support workers	92	365	A	36.4	\$16.89	\$25.27	\$20.76
1414 Receptionists	69	220	A	34.4	\$14.82	\$22.73	\$18.57
143 Financial insurance and related administrative support workers	111	317	A	37.9	\$18.76	\$27.11	\$23.04
1431 Accounting and related clerks	104	299	A	38.1	\$18.59	\$26.79	\$22.70
152 Supply chain logistics tracking and scheduling co-ordination occupations	211	1,210	A	36.4	\$17.12	\$25.14	\$20.90
1521 Shippers and receivers	112	574	A	37	\$15.36	\$22.03	\$18.28

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b># of Employees</b>	<b>Data Reliability Code</b>	<b>Avg. Hours Worked per Week</b>	<b>Avg. Starting Pay</b>	<b>Avg. Top Pay</b>	<b>Overall Average Pay for All Employees</b>
1522 Storekeepers and partspersons	97	538	A	35.9	\$18.97	\$28.44	\$23.47
1524 Purchasing and inventory control workers	30	65	B	34.8	\$16.47	\$24.95	\$21.73
<b>Common Professional, Technical, Skilled, and Labour Occupations</b>							
228 Technical occupations in computer and information systems	16	48	C	37.9	\$22.55	\$30.90	\$27.11
313 Pharmacists dietitians and nutritionists	49	275	A	36.6	\$45.03	\$52.11	\$48.00
3131 Pharmacists	49	275	A	36.6	\$45.03	\$52.11	\$47.99
321 Medical technologists and technicians (except dental health)	33	146	A	31.4	\$18.53	\$26.88	\$22.15
3219 Other medical technologists and technicians (except dental health)	33	146	A	31.4	\$18.53	\$26.88	\$22.14
341 Assisting occupations in support of health services	28	162	B	32.6	\$14.43	\$20.83	\$17.27
3414 Other assisting occupations in support of health services	28	162	A	32.6	\$14.43	\$20.83	\$17.27
524 Creative designers and craftspersons	14	114	C	37.7	\$15.98	\$24.67	\$20.22
621 Retail sales supervisors	123	1,922	A	35.4	\$17.31	\$23.99	\$19.70
6211 Retail sales supervisors	123	1,922	A	35.4	\$17.31	\$23.99	\$19.70
622 Technical sales specialists in wholesale trade and retail and wholesale buyers	51	579	B	36.6	\$18.25	\$33.34	\$23.14
6221 Technical sales specialists - wholesale trade	33	514	B	36	\$18.35	\$35.36	\$23.43
6222 Retail and wholesale buyers	19	65	C	38.9	\$17.87	\$25.44	\$22.00
631 Service supervisors	20	41	B	35.7	\$17.54	\$21.26	\$19.20
632 Chefs and cooks	15	57	C	37.9	\$13.79	\$18.90	\$15.80
6322 Cooks	15	57	C	37.9	\$13.79	\$18.90	\$15.80
633 Butchers and bakers	43	237	A	35.6	\$15.06	\$23.39	\$19.87
6331 Butchers, meat cutters and fishmongers - retail and wholesale	31	143	A	35.9	\$15.09	\$23.14	\$19.96
6332 Bakers	22	94	B	35.2	\$15.01	\$23.85	\$19.69
641 Sales and account representatives - Wholesale trade (non-technical)	51	271	B	39.7	\$22.13	\$46.20	\$29.89
6411 Sales and account representatives - wholesale trade (non-technical)	51	271	B	39.7	\$22.13	\$46.20	\$29.89
642 Retail salespersons	399	11,572	A	27.7	\$13.23	\$20.12	\$15.65
6421 Retail salespersons	399	11,572	A	27.7	\$13.23	\$20.12	\$15.65
651 Occupations in food and beverage service	12	118	B	29.9	\$12.37	\$13.81	\$12.99

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b># of Employees</b>	<b>Data Reliability Code</b>	<b>Avg. Hours Worked per Week</b>	<b>Avg. Starting Pay</b>	<b>Avg. Top Pay</b>	<b>Overall Average Pay for All Employees</b>
6513 Food and beverage servers	12	118	B	29.9	\$12.37	\$13.81	\$12.99
655 Customer and information services representatives	91	479	A	35.8	\$17.45	\$27.52	\$21.90
6552 Other customer and information services representatives	91	479	A	35.8	\$17.45	\$27.52	\$21.90
661 Cashiers	144	2,761	A	24	\$12.42	\$18.41	\$14.45
6611 Cashiers	144	2,761	A	24	\$12.42	\$18.41	\$14.45
662 Other sales support and related occupations	100	5,631	A	27.1	\$12.40	\$20.76	\$15.54
6621 Service station attendants	30	476	A	30.1	\$12.52	\$16.97	\$14.28
6622 Store shelf stockers, clerks and order fillers	71	5,106	A	26.9	\$12.38	\$21.28	\$15.74
671 Food counter attendants kitchen helpers and related support occupations	24	441	B	29.9	\$12.44	\$17.18	\$14.38
6711 Food counter attendants, kitchen helpers and related support occupations	24	441	B	29.9	\$12.44	\$17.18	\$14.38
673 Cleaners	88	314	B	35	\$14.03	\$18.64	\$16.20
6732 Specialized cleaners	49	215	A	38.8	\$13.93	\$19.02	\$16.33
6733 Janitors, caretakers and building superintendents	32	62	B	27.9	\$15.53	\$20.94	\$17.91
674 Other service support and related occupations n.e.c.	28	226	A	32.1	\$13.73	\$17.81	\$15.23
6742 Other service support occupations, n.e.c.	28	226	A	32.1	\$13.73	\$17.81	\$15.23
730 Contractors and supervisors maintenance trades and heavy equipment and transport operators	21	84	B	41.8	\$32.69	\$37.21	\$34.94
7301 Contractors and supervisors, mechanic trades	18	73	B	42	\$34.34	\$38.89	\$36.58
731 Machinery and transportation equipment mechanics (except motor vehicle)	21	334	B	41.2	\$30.11	\$35.10	\$32.51
7312 Heavy-duty equipment mechanics	18	315	B	41.3	\$30.67	\$35.05	\$32.74
732 Automotive service technicians	97	760	A	40.4	\$25.35	\$39.76	\$32.91
7321 Automotive service technicians, truck and bus mechanics and mechanical repairers	93	688	A	40.4	\$25.58	\$40.46	\$33.38
733 Other mechanics and related repairers	23	76	B	40.8	\$19.75	\$34.16	\$26.60
7334 Motorcycle, all-terrain vehicle and other related mechanics	14	59	C	40.9	\$19.48	\$35.19	\$26.76
744 Other installers repairers and servicers	36	228	A	37.6	\$16.99	\$27.76	\$21.23

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b># of Employees</b>	<b>Data Reliability Code</b>	<b>Avg. Hours Worked per Week</b>	<b>Avg. Starting Pay</b>	<b>Avg. Top Pay</b>	<b>Overall Average Pay for All Employees</b>
7441 Residential and commercial installers and servicers	17	125	B	40	\$18.50	\$32.51	\$23.93
7445 Other repairers and servicers	19	103	C	34.9	\$15.53	\$22.56	\$18.31
745 Longshore workers and material handlers	48	802	B	37.7	\$17.13	\$21.57	\$19.22
7452 Material handlers	48	802	B	37.7	\$17.13	\$21.57	\$19.22
751 Motor vehicle and transit drivers	93	603	B	41.7	\$18.21	\$23.09	\$20.80
7511 Transport truck drivers	32	269	A	45.1	\$19.68	\$25.42	\$22.58
7514 Delivery and courier service drivers	54	296	B	39.3	\$17.63	\$21.95	\$20.04
753 Other transport equipment operators and related maintenance workers	33	181	A	40.2	\$15.70	\$24.15	\$19.52
7535 Other automotive mechanical installers and servicers	33	181	A	40.2	\$15.70	\$24.15	\$19.52
761 Trades helpers and labourers	23	129	B	37.5	\$16.19	\$21.82	\$18.82
7612 Other trades helpers and labourers	13	43	B	33.2	\$13.90	\$20.07	\$17.19
961 Labourers in processing manufacturing and utilities	15	100	C	35.9	\$16.27	\$20.30	\$17.75

“n” in the above table represents the number of employers who indicated at least one employee in an occupation. For example, 15 employers combined reported wages for 100 Labourers in processing manufacturing and utilities - (NOC 961).

Averages are calculated using data weighted by establishment to account for survey non-response (stratified by region, industry group and employer size) and by number of employees reported.

“n/a” indicates that results have been suppressed due to missing data for some employers or due to calculation anomalies.

Data Reliability Codes are based on coefficient of variation as an indicator of general reliability: “A”: coefficient of variation of less than or equal to  $\pm 6.00\%$ , “B”: from  $\pm 6.01\%$  to  $\pm 15.00\%$ , “C”: from  $\pm 15.01\%$  to  $\pm 33.00\%$ , “D”: more than  $\pm 33.01\%$ .

## JOB VACANCIES & HIRING DIFFICULTIES – SELECTED OCCUPATIONS

The following table illustrates the job vacancy survey results associated with some common occupations within the Retail Trade industry as cited by survey respondents and confirmed through review of the data.

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b>% of Employers that Hired for this Occupation within the Last 2 Years</b>	<b>% of Employers Experiencing Hiring Difficulties (out of those hiring)</b>	<b>% of Employers with Vacancies of Greater than 4 Months</b>	<b>Job Vacancy Rate</b>
<b>Common Business, Managerial, Administrative, and Clerical Occupations</b>					
001 Legislators and senior management	37-38	10%	n/a	1%	n/a
0015 Senior managers - trade, broadcasting and other services, n.e.c.	24-25	9%	n/a	0%	n/a
011 Administrative services managers	56	21%	0%	0%	n/a
0111 Financial managers	40	17%	0%	0%	n/a
012 Managers in financial and business services	29	35%	20%	0%	n/a
0122 Banking, credit and other investment managers	18-19	41%	30%	0%	n/a
060 Corporate sales managers	12-13	39%	n/a	0%	n/a
0601 Corporate sales managers	12-13	39%	n/a	0%	n/a
062 Retail and wholesale trade managers	389-392	22%	23%	2%	n/a
0621 Retail and wholesale trade managers	389-392	22%	23%	2%	n/a
063 Managers in food service and accommodation	18	29%	5%	2%	2.5%
0631 Restaurant and food service managers	17	24%	6%	2%	2.6%
071 Managers in construction and facility operation and maintenance	25-26	11%	n/a	0%	n/a
0714 Facility operation and maintenance managers	20-21	12%	n/a	0%	n/a
091 Managers in manufacturing and utilities	14	21%	n/a	0%	n/a
0911 Manufacturing managers	14	21%	n/a	0%	n/a
111 Auditors accountants and investment professionals	45	25%	17%	0%	n/a
1111 Financial auditors and accountants	41	21%	19%	0%	n/a
112 Human resources and business service professionals	24	31%	4%	0%	n/a
121 Administrative services supervisors	35-36	32%	19%	6%	3.4%
1215 Supervisors, supply chain, tracking and scheduling co-ordination occupations	28-29	35%	24%	9%	4.3%
122 Administrative and regulatory occupations	60-61	27%	20%	0%	n/a
1221 Administrative officers	47-48	29%	16%	0%	n/a

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b>% of Employers that Hired for this Occupation within the Last 2 Years</b>	<b>% of Employers Experiencing Hiring Difficulties (out of those hiring)</b>	<b>% of Employers with Vacancies of Greater than 4 Months</b>	<b>Job Vacancy Rate</b>
124 Office administrative assistants - General legal and medical	21	20%	57%	0%	n/a
1241 Administrative assistants	21	20%	57%	0%	n/a
131 Finance insurance and related business administrative occupations	74-75	8%	51%	2%	1.7%
1311 Accounting technicians and bookkeepers	74-75	8%	51%	2%	1.7%
141 General office workers	143-144	37%	12%	0%	n/a
1411 General office support workers	90	33%	11%	0%	n/a
1414 Receptionists	65-66	43%	12%	0%	n/a
143 Financial insurance and related administrative support workers	109-110	27%	16%	1%	1.3%
1431 Accounting and related clerks	102-103	29%	15%	1%	1.0%
152 Supply chain logistics tracking and scheduling co-ordination occupations	206-208	41%	17%	5%	1.6%
1521 Shippers and receivers	111-112	45%	16%	4%	1.5%
1522 Storekeepers and partspersons	92-95	43%	18%	6%	1.4%
1524 Purchasing and inventory control workers	30	28%	14%	0%	n/a
<b>Common Professional, Technical, Skilled, and Labour Occupations</b>					
228 Technical occupations in computer and information systems	16	46%	31%	8%	4.3%
313 Pharmacists dietitians and nutritionists	45-47	57%	36%	0%	n/a
3131 Pharmacists	45-47	57%	36%	0%	n/a
321 Medical technologists and technicians (except dental health)	31-32	40%	54%	3%	n/a
3219 Other medical technologists and technicians (except dental health)	31-32	40%	54%	3%	n/a
341 Assisting occupations in support of health services	27-28	72%	16%	3%	0.6%
3414 Other assisting occupations in support of health services	27-28	72%	16%	3%	0.6%
524 Creative designers and craftspersons	14	21%	n/a	8%	3.5%
621 Retail sales supervisors	115-119	44%	36%	5%	1.2%
6211 Retail sales supervisors	115-119	44%	36%	5%	1.2%
622 Technical sales specialists in wholesale trade and retail and wholesale buyers	51	51%	15%	3%	n/a
6221 Technical sales specialists - wholesale trade	33	51%	15%	5%	0.8%

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b>% of Employers that Hired for this Occupation within the Last 2 Years</b>	<b>% of Employers Experiencing Hiring Difficulties (out of those hiring)</b>	<b>% of Employers with Vacancies of Greater than 4 Months</b>	<b>Job Vacancy Rate</b>
6222 Retail and wholesale buyers	19	50%	15%	0%	n/a
631 Service supervisors	19-20	41%	27%	7%	3.5%
632 Chefs and cooks	15	56%	70%	7%	2.1%
6322 Cooks	15	56%	70%	7%	2.1%
633 Butchers and bakers	42	62%	34%	6%	1.9%
6331 Butchers, meat cutters and fishmongers - retail and wholesale	30	70%	28%	4%	1.6%
6332 Bakers	22	48%	48%	10%	2.3%
641 Sales and account representatives - Wholesale trade (non-technical)	49	50%	36%	15%	4.8%
6411 Sales and account representatives - wholesale trade (non-technical)	49	50%	36%	15%	4.8%
642 Retail salespersons	386-389	67%	29%	8%	1.2%
6421 Retail salespersons	386-389	67%	29%	8%	1.2%
651 Occupations in food and beverage service	11-12	82%	13%	0%	0.0%
6513 Food and beverage servers	11-12	82%	13%	0%	0.0%
655 Customer and information services representatives	86	52%	24%	2%	n/a
6552 Other customer and information services representatives	86	52%	24%	2%	n/a
661 Cashiers	137	80%	31%	12%	2.0%
6611 Cashiers	137	80%	31%	12%	2.0%
662 Other sales support and related occupations	97-98	72%	16%	6%	1.0%
6621 Service station attendants	30	79%	26%	10%	1.0%
6622 Store shelf stockers, clerks and order fillers	68-69	72%	13%	5%	1.0%
671 Food counter attendants kitchen helpers and related support occupations	24	81%	39%	17%	n/a
6711 Food counter attendants, kitchen helpers and related support occupations	24	81%	39%	17%	n/a
673 Cleaners	80	46%	23%	8%	4.8%
6732 Specialized cleaners	42	53%	19%	15%	6.9%
6733 Janitors, caretakers and building superintendents	31	33%	17%	0%	n/a
674 Other service support and related occupations n.e.c.	24-25	59%	3%	0%	0.0%

<b>RETAIL TRADE INDUSTRY Selected Occupations (NOC)</b>	<b>Employers Reporting (n)</b>	<b>% of Employers that Hired for this Occupation within the Last 2 Years</b>	<b>% of Employers Experiencing Hiring Difficulties (out of those hiring)</b>	<b>% of Employers with Vacancies of Greater than 4 Months</b>	<b>Job Vacancy Rate</b>
6742 Other service support occupations, n.e.c.	24-25	59%	3%	0%	0.0%
730 Contractors and supervisors maintenance trades and heavy equipment and transport operators	21	29%	54%	6%	2.6%
7301 Contractors and supervisors, mechanic trades	18	35%	54%	7%	2.9%
731 Machinery and transportation equipment mechanics (except motor vehicle)	21	57%	71%	5%	0.8%
7312 Heavy-duty equipment mechanics	18	61%	70%	6%	0.9%
732 Automotive service technicians	88-92	66%	38%	11%	2.4%
7321 Automotive service technicians, truck and bus mechanics and mechanical repairers	84-87	64%	39%	12%	2.5%
733 Other mechanics and related repairers	23	61%	54%	25%	7.7%
7334 Motorcycle, all-terrain vehicle and other related mechanics	14	64%	58%	23%	6.2%
744 Other installers repairers and servicers	36	54%	35%	10%	4.4%
7441 Residential and commercial installers and servicers	17	59%	22%	2%	n/a
7445 Other repairers and servicers	19	50%	49%	17%	n/a
745 Longshore workers and material handlers	48	61%	14%	14%	6.5%
7452 Material handlers	48	61%	14%	14%	6.5%
751 Motor vehicle and transit drivers	88-89	45%	15%	6%	1.3%
7511 Transport truck drivers	32	47%	6%	4%	0.4%
7514 Delivery and courier service drivers	50-51	45%	22%	9%	2.2%
753 Other transport equipment operators and related maintenance workers	31-32	66%	30%	3%	n/a
7535 Other automotive mechanical installers and servicers	31-32	66%	30%	3%	n/a
761 Trades helpers and labourers	23	42%	16%	0%	0.0%
7612 Other trades helpers and labourers	13	45%	0%	0%	0.0%
961 Labourers in processing manufacturing and utilities	15	51%	23%	12%	7.5%

“n” in the above table represents the range of the number of employers who indicated at least one employee in an occupation and responded to individual questions about hiring difficulties and vacancies (not all employers responded to all questions).

“n/a” indicates that results have been suppressed due to missing data for some employers.

Statistics on hiring activity, hiring difficulties, and employers reporting vacancies were calculated based on *the number of employers responding* for each question, weighted by establishment for survey non-response (stratified by region, industry group and employer size).

Job Vacancy Rate for vacancies that had been unfilled for 4 months or more calculated as:  $\text{Sum of Unfilled Vacancies} / (\text{Sum of Current Employees} + \text{Sum of Unfilled Vacancies})$ , with data weighted by establishment for survey non-response (stratified by industry group and employer size).

## **Industry Definition as per North American Industry Classification System (NAICS) Retail Trade Sector (NAICS 44-45)**

The retail trade sector comprises establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers, that is, store and non-store retailers. Their main characteristics are described below.

*Store retailers* operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. These include establishments such as office supplies stores, computer and software stores, gasoline stations, building material dealers, plumbing supplies stores and electrical supplies stores. In addition to selling merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation.

Catalogue sales showrooms, gasoline service stations, and mobile home dealers are treated as store retailers.

*Non-store retailers*, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as, the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of traditional and electronic catalogues, door-to-door solicitation, in-home demonstration, temporary displaying of merchandise (stalls) and distribution by vending machines.

There are two main methods of transaction and delivery of merchandise of non-store retailers. Non-store retailers that reach their customers using information technologies can receive payment at the time of purchase or at the time of delivery, and the delivery of the merchandise may be done by the retailer or by a third party, such as the post office or a courier. In contrast, retailers that reach their customers by door-to-door solicitation, in-home demonstration, temporary displaying of merchandise (stalls) and vending machines typically receive payment and deliver the merchandise to the customer at the time of the purchase.

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