

Training in the Retail Industry

CIEE INTERNSHIP USA & PROFESSIONAL CAREER TRAINING USA

Internships in the retail industry provide international Intern/Trainee with excellent insight into American business practices, a unique American perspective on customer service, and familiarity with sales and merchandising tools used in the American retail industry. Since you are interested in pursuing an internship in retail, CIEE would like to share with you guidelines for an acceptable training program, including specific limitations around some tasks.

RETAIL TRAINING PLAN GUIDELINES

An internship in a retail establishment must be **management-focused**. Some examples may include training in areas such as human resources practices, accounting, opening/closing procedures, staffing practices, merchandising, sales analysis, budgeting, and retail buying practices.

Retail training tasks that **CIEE cannot accept**:

- Retail sales, including operating a cash register and assisting customers
- Conducting in-store demos
- Stocking shelves
- Inventory management
- Folding clothes
- Labeling merchandise

MULTIPLE- LOCATION RETAIL COMPANIES

Trainings **must** take place at headquarter facilities under a management training plan. In some cases, it may be possible to have a phase where the Intern/Trainee is involved in the retail store to learn what is associated with management of a store location, but this phase should be limited in duration (1 month maximum).

SINGLE- LOCATION RETAIL COMPANIES

Internships in single-location retail establishments **are rarely approved**. CIEE must ensure that each Intern/Trainee's program has a broad scope and is in-depth, and single-location retail establishments are almost never able to provide these components.