

Michael Page Retail
Salary Survey 2008



Michael Page International is a world leading recruitment consultancy
www.michaelpage.co.uk

Michael Page
RETAIL

Fashion/Department Stores

FASHION			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	30,000	50,000
	North	32,000	50,000
	South	35,000	60,000
	London	35,000	60,000
Store Manager	Scotland	17,000	30,000
	North	20,000	40,000
	South	25,000	45,000
	London	25,000	45,000
Assistant Store Manager	Scotland	14,000	20,000
	North	15,000	22,000
	South	17,000	28,000
	London	17,000	28,000

OUT OF TOWN			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	40,000	50,000
	North	40,000	60,000
	South	45,000	60,000
	London	45,000	60,000
Store Manager	Scotland	25,000	40,000
	North	30,000	50,000
	South	30,000	50,000
	London	30,000	50,000
Assistant Manager	Scotland	18,000	25,000
	North	18,000	30,000
	South	18,000	35,000
	London	18,000	35,000

Fashion/Department Stores continued

DEPARTMENT STORES			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	60,000	90,000
	North	55,000	75,000+
	South	60,000	80,000+
	London	60,000	80,000+
Store Manager	Scotland	45,000	80,000
	North	32,000	50,000
	South	40,000	60,000+
	London	40,000	60,000+
Assistant Store Manager	Scotland	28,000	40,000
	North	25,000	32,000
	South	28,000	35,000
	London	28,000	35,000

In the Fashion sector, it is predominantly sales volume that will dictate salary parameters. This is reflected by the differences in salary from High Street Stores, where turnover is typically below £3 million, to Department Stores, where turnover could be as much as £90 million.

A Fashion Area Manager for High Street Stores may actually be paid less than a Store Manager of a Department Store as a consequence. However, the operational difficulties of a multi-site operation and the requisite skills such as time management, brand consistency and people management dictate that this may vary. Commission is less of a feature in this sector than in others, such as electrical or DIY.

Electrical/Telecoms

ELECTRICAL			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	35,000	55,000
	North	35,000	55,000
	South	45,000	58,000
	London	45,000	60,000
Store Manager	Scotland	22,000	30,000
	North	25,000	45,000
	South	25,000	41,000
	London	22,000	50,000
Assistant Store Manager	Scotland	17,000	22,000
	North	16,000	25,000
	South	15,000	25,000
	London	15,000	25,000

TELECOMS			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	30,000	50,000
	North	35,000	70,000
	South	38,000	65,000
	London	40,000	60,000
Store Manager	Scotland	18,000	30,000
	North	18,000	30,000
	South	17,000	35,000
	London	16,000	35,000
Assistant Store Manager	Scotland	14,000	18,000
	North	14,000	21,000
	South	14,000	22,000
	London	14,000	22,000

Electrical retailing is dominated by large out of town sheds although a few small independents still exist. As a result of the scale of operation the turnover and therefore salaries for these units is considerable. Turnover for these sites varies between £5 to £50 million. The salary packages in this sector are very commission driven due to the sales nature of this retailing environment. Commission can account for up to 50% of the individual's earnings.

The Telecoms market has expanded rapidly but is now entering a period of consolidation. The sites are typically small units with four to five sales staff per unit. Like the Electrical sector because of the sales bias, managers are heavily incentivised by commission; again, sometimes accounting for over 50% of candidates total remuneration.

Pubs and Leisure

PUBS/LEISURE			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	35,000	55,000
	North	35,000	48,000
	South	35,000	60,000
	London	35,000	60,000
Store Manager	Scotland	25,000	38,000
	North	25,000	36,000
	South	25,000	40,000
	London	25,000	45,000
Assistant Store Manager	Scotland	16,000	25,000
	North	15,000	24,000
	South	16,000	30,000
	London	17,000	35,000

The Licensed sector has experienced a great deal of change over the past 12 months. This has ranged from restrictions on smoking laws, through to a poor summer last year, with obvious knock on effects. The industry has seen growth for some of the key players through mergers and acquisition, and a real focus on driving food sales.

Area Management or Business Development Management salaries are almost always supplemented with a fully expensed car and a bonus scheme that is dependent upon the area's sales performance, with the increasing focus on driving food sales.

General and Assistant Managers can expect a salary, often a health package and a bonus tied in to the sales of the unit. On rare occasions, managed site operators offer living facilities attached to the pub or site.

Tenanted and Leased Pub companies, although fewer in number, continue to represent the majority operators in the market. There has been a shift in focus on bringing a retail mindset into the industry. It is becoming more common to see Retail Area Managers operating in Tenanted estates.

Food Service

FOOD SERVICE			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	30,000	50,000
	North	30,000	50,000
	South	30,000	52,000
	London	30,000	60,000
Store Manager	Scotland	18,000	32,000
	North	18,000	35,000
	South	18,000	45,000
	London	24,000	45,000
Assistant Store Manager	Scotland	15,000	24,000
	North	15,000	22,000
	South	15,000	25,000
	London	17,000	26,000

Food Service presents itself in many forms, from an independent Italian restaurant, through to international coffee chains. There continues to be huge growth in this market especially in the 'lunch time/grab and go' area. This has come from the four well known chains, and also other food retailers attract people in store to get lunch. Growth has manifested itself in concessions such as train stations, further development of airports and a solid High Street trade. Of all the Hospitality markets, Food Service appears to have some of the strongest growth. In addition to the branded growth, there has been a significant focus on the 'independent' feel. A number of larger operators are attempting to lose the large business appearance, sometimes removing all branding on sites.

Area Managers in the day time 'grab and go' businesses would normally expect a car option, or travel allowance to supplement salaries. Although they do not earn the most, they can typically enjoy a quality work/life balance due to key trade times. Other areas such as high volume restaurant Area Managers will see higher earnings but often have less sociable peak trade hours.

Site Managers can expect a healthy bonus package, healthcare and sometimes pension schemes and can also offer a work/life balance and/or high earnings potential.

Contract Catering

CONTRACT CATERING			
Role	Region	Minimum (£)	Maximum (£)
Operations Manager	Scotland	25,000	50,000
	North	25,000	50,000
	South	38,000	60,000
	London	25,000	65,000
General Manager	Scotland	16,000	45,000
	North	16,000	45,000
	South	22,000	55,000
	London	20,000	55,000
Assistant General Manager	Scotland	16,000	40,000
	North	16,000	40,000
	South	14,000	20,000
	London	14,000	30,000

Contract Caterers supply hospitality and retail services to a range of industries including defence, business and industry, education and healthcare. The Contract Catering industry is dominated by four large operators which are some of the largest employers in the world. Bigger isn't always better – there are an increasing number of small and nimble businesses thriving on parts of the sector that the larger operators can't adapt to. Contract Catering is naturally a fluid environment due to the nature of contracts, which makes it an interesting and challenging place to be.

Operations Manager salaries can vary massively, from the large operators through to the smaller organisations. An Operations Manager in a larger business can expect a competitive salary and a similar benefit package to most retailers, but the smaller businesses often don't have the budget.

Site Managers can vary massively in seniority and in turn earnings. A typical Site Manager can expect a salary supplemented with healthcare, phone and bonus.

Hotels

HOTELS			
Role	Region	Minimum (£)	Maximum (£)
Operations Manager	Scotland	45,000	120,000
	North	45,000	125,000
	South	40,000	120,000
	London	45,000	125,000
General Manager	Scotland	20,000	50,000
	North	20,000	55,000
	South	22,000	55,000
	London	20,000	55,000
Assistant General Manager	Scotland	16,000	40,000
	North	16,000	40,000
	South	18,000	55,000
	London	16,000	55,000

Hotels operate at two ends of the spectrum. Large or boutique, luxury or low cost. The last 12 months has seen the Hotel market grow, with a number of low cost operators having a huge success. As an industry, Hotels are affected by retail factors such as seasons, the economy, and day-to-day operating challenges. London has an exceptional Hotel industry with many landmark sites, branded chains, and luxury independent venues. Outside of London, there is a national presence of larger businesses operating across low cost and luxury.

Area Management roles in the Hotel industry are rare, but are heavily geared to drive sales, occupancy and profit. It is normal to see a very high bonus potential, healthcare, pension, car and phone at this level.

General (Site) Managers can vary in level. The larger Site Managers can expect a high bonus potential healthcare, phone, car. Site Management can expect bonus and often the option to 'live in' at the site, reducing cost of living.

Food Multiples

FOOD MULTIPLES			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	50,000	80,000
	North	35,000	100,000
	South	35,000	120,000
	London	40,000	120,000
General Store Manager	Scotland	30,000	60,000
	North	30,000	80,000
	South	30,000	85,000
	London	30,000	85,000
Store Manager	Scotland	24,000	35,000
	North	20,000	40,000
	South	20,000	45,000
	London	20,000	45,000

The Food Multiple sector operates primarily from out of town sites which have extremely developed management structures and can often employ upwards of 500 staff/managers.

The first level of management is Section Manager; they are responsible for individual areas of the store (grocery, fresh food counters, checkouts etc) and can manage teams of up to 50 staff. The section managers report directly to the Senior Team Managers (this title varies), who number between two and six dependent upon the size of operation and divide the operation between them. Store Managers require the ability to manage large teams of people and large turnovers (£20 to £100 million per annum).

The salaries as outlined above are generally accompanied with excellent benefit packages including share schemes and pension schemes.

Convenience/Forecourt

CONVENIENCE/FORECOURT			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	30,000	40,000
	North	30,000	40,000
	South	30,000	45,000
	London	30,000	50,000
Store Manager	Scotland	16,000	25,000
	North	16,000	26,000
	South	17,000	28,000
	London	17,000	32,000
Assistant Store Manager	Scotland	14,000	19,000
	North	14,000	19,000
	South	14,000	19,000
	London	14,000	24,000

Changing lifestyles have led to rapid growth in this sector particularly around the developments in Forecourt Retailing where they now have a more comprehensive food offer. These sites typically trade long hours with a number of them trading 24 hours. The sites are generally small, averaging around 3000 square feet with limited numbers of staff. As such, salaries reflect the lower volume turnover, although some allowance is made for the trading hours.

Non Food Multiples

NON FOOD MULTIPLES			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	30,000	65,000
	North	30,000	65,000
	South	35,000	70,000
	London	35,000	75,000
Store Manager	Scotland	25,000	50,000
	North	20,000	50,000
	South	20,000	55,000
	London	25,000	55,000
Assistant Store Manager	Scotland	17,000	25,000
	North	15,000	25,000
	South	18,000	25,000
	London	18,000	25,000

This sector includes a number of retail sectors including the likes of Woolworths, Wilkinson, Superdrug etc. These stores are typically situated on the High Street and can vary considerably in size.

DIY

DIY			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	40,000	65,000
	North	40,000	85,000
	South	55,000	70,000
	London	45,000	80,000
Store Manager	Scotland	25,000	35,000
	North	28,000	60,000
	South	35,000	57,000
	London	30,000	75,000
Assistant Store Manager	Scotland	32,000	45,000
	North	15,000	35,000
	South	24,000	30,000
	London	20,000	30,000

Financial Services

FINANCIAL SERVICES			
Role	Region	Minimum (£)	Maximum (£)
Area Manager	Scotland	40,000	70,000
	North	40,000	80,000
	South	40,000	80,000
	London	40,000	80,000
Store Manager	Scotland	18,000	45,000
	North	18,000	45,000
	South	18,000	45,000
	London	20,000	50,000
Assistant Store Manager	Scotland	14,000	30,000
	North	14,000	30,000
	South	14,000	30,000
	London	16,000	32,000

Salaries across the retail banks vary enormously. For sales roles such as Personal Banker or Relationship Management this is dependent upon experience of the consultant, size of the portfolio and the bonus scheme available.

For Branch Management, the basic salary varies depending upon the size of the branch, which would range from managing four or five staff up to a flagship branch with close to 50. The salaries also greatly differ from bank to bank, with some building societies paying substantially more on basic due to lower bonus schemes.

At Area Manager or Director level, the same can be true, with the bigger banks typically offering greater incentives, including share schemes, performance related pay and car allowances.

For any further information please email Shane Horn at shanehorn@michaelpage.com

Birmingham

1st Floor
4 Brindley Place
Birmingham B1 2LG
+44 (0) 121 230 9350

Leeds

4th Floor
1 City Square
Leeds LS1 2ES
+44 (0) 113 242 7444

St. Albans

1st Floor, Centrium 1
Griffiths Way
St. Albans AL1 2RD
+44 (0) 1727 730 100

Bristol

3rd Floor, 1 The Square
Temple Quay
Bristol BS1 6DG
+44 (0) 117 906 5500

London

1st Floor Victoria House
Southampton Row
London WC1B 4JB
+44 (0) 20 7831 2000

Weybridge

Page House, 1 Dashwood Lang Road
The Bourne Business Park
Addlestone, Weybridge KT15 2QW
+44 (0) 1932 264 000

Glasgow

180 West George Street
Glasgow G2 2NR
+44 (0) 141 331 7900

Manchester

12th Floor, 82 King Street
Manchester M2 4WQ
+44 (0) 161 819 5522



The information provided on this site is for the User's convenience and is not intended to be a substitute for obtaining recruitment services and does not constitute such services. Michael Page International does not make any warranties or representations regarding the use, validity, accuracy or reliability of, or the result of the use of, or otherwise respecting, the content of this site or any other web sites linked to or from this site. The content of this site is provided 'as is' without warranties of any kind either express or implied (including but not limited to fitness for purpose, merchantability, particular quality, etc.).

Michael Page International will not be liable for any damages of any kind arising out of or relating to use of or inability to use this information, including but not limited to for incidental, indirect, punitive, special or consequential damages of any kind. The limitations stated in this disclaimer shall apply to the fullest extent possible, but shall not operate, be interpreted to or attempt to exclude or limit Michael Page International's liability for death or personal injury caused by Michael Page International's negligence or as otherwise prohibited by the applicable law.

Michael Page International is a world leading recruitment consultancy
www.michaelpage.co.uk

Michael Page
RETAIL