

An Assistant Manager



Ms. Courtney Gollehon
Fashion Bug
Dunbar, West Virginia

How did you get involved in this field of work?

I started with the company at the age of 18. Fashion Bug was hiring at that time. I applied for the position and was hired. I continued to stick with it, and I really enjoy what I do. I then realized that retail was for me and I am happy with it.

How long have you been with this company?

I've been a part of this company for 3 and 1/2 years.

What do you enjoy most about your job?

I like to set up visual displays throughout the store. The key to set-up eye-catching displays because that is what sells to the customer. They notice what merchandise is on display, and how well it is displayed. Also, I enjoy helping customers; some customers become more like friends and quite a few are repeat customers. It is satisfying to help them pick out things they need.

What do you enjoy least about your job?

Getting charge applications. Each store in the company has a set goal. I know what it is like going to a business, and being hassled to fill out a charge card application. I do not enjoy having to do this, plus I am aware that it will affect the customer's credit. However, I understand that getting charges is necessary because it keeps the company in business. For example, approximately 65% of our customers are charge customers, and that is just in our store alone. Also, it is extremely stressful when the holiday season approaches because it is our busiest time of year. The store becomes very unorganized and sometimes the customers are not in the friendliest of moods and this occurs just about everywhere.

If you were to hire a person for this position, what qualifications, characteristics, and skills would you look for?

I would want the person to be outgoing, responsible, and punctual. The person must not be afraid to give orders and also take orders. The person needs to be friendly, courteous, and have a great personality. The person should be neat, clean and have a good appearance. Also, I would want someone who is willing to go above and beyond what is expected for customer service and other job related issues. Having previous employment experience in retail and good references is a major plus.

What type of education or work experience do you recommend for this position?

Acquiring a degree in business management, fashion merchandising, or marketing would be extremely beneficial. It is particularly helpful if the potential employee has had previous employment experience in retail.

What is the salary range for this type of position?

Salary ranges vary from company to company, but I suggest a starting range could be between \$20,000 and \$25,000.

What aspects of your job frustrate you?

Setting sale changes is frustrating and often complicated. Meeting quotas daily, such as sales goals, charge goals and UPC'S (Units per Customer). Sometimes these goals aren't met and I then have to deal with the district and regional managers.

Have you considered changing your career?

The thought has crossed my mind; however, I take in consideration the fact that I'm lucky to have a job where I feel so comfortable and secure. I thoroughly enjoy my work and the employees at my store. When you like what you do for a living and the people you work with, it makes all the difference in the world. Everybody has bad days every now and then, but for the most part, I actually enjoy going to work every day.

What opportunities are there for advancement in this company?

I started out as a part-time associate. After one year, I changed locations and at the same time, the assistant manager position was available. The company felt that I possessed the potential needed to benefit the company, based on my previous productivity. That goes to show that if you work hard enough, and you care about your work, the company notices your accomplishments and opportunities for promotions that are available. Also, yearly raises are given out to all employees and the size of the raise depends on your productivity and progress over the year.

How was the transition from a part-time associate to a position in management?

At first it was very difficult because I was scared and overwhelmed. It was hard getting adjusted to being on my own, making my own decisions, and delegating tough situations. Previously, I was accustomed to being told what to do, and now the role was reversed. Becoming a part of management means that I would be a store key-holder. Therefore, I am responsible for opening and closing the store on my own. This position possesses a great deal of stress, pressure, and responsibility; it is more complicated and frustrating than an associate position but if you're a good manager, you understand that and that is why I am happy with my job.

Interviewed by Melissa Hudson for a College 101 assignment on 12/02.