

BUSINESS ENTERPRISE REPRESENTATIVE II

NATURE OF WORK

This is administrative work assisting in the management of a statewide system of concession stands and other business enterprises operated by the visually handicapped. Employee assists in all phases of management of the states program of business enterprises operated to provide employment opportunities for the visually handicapped. He has primary responsibility for determining the potential of possible enterprise operations from the standpoint of anticipated volume of sales, type of consumer demand, and locations feasible for operation by the blind and adaptable to unusual construction requirements. Duties involve considerable public contact with industrial and public officials in securing agreements to establish enterprises in selected establishments. Work is performed under the general supervision of a higher level business enterprise representative and is reviewed through periodic written and oral reports to determine success in establishing economically sound retail units and in obtaining a desirable degree of enterprise expansion.

ILLUSTRATIVE EXAMPLES OF WORK

Obtains list from civic organizations and directories of office buildings, industrial plants and other possible sites for small enterprises such as concession stands, grocery stores, novelty and gift shops, fix-it shops, and laundries; makes survey of each location to determine such things as accessibility, possible competition from other businesses, potential consumer patronage, and consumer desires. After determining that a location is desirable, contacts the plant manager or building owner to negotiate for the required space; executes written or verbal contract indicating the obligations placed upon both parties.

Assists a carpenter foreman in taking measurements of area in which stand is to be located and submits along with suggestions for the design of the stand to the supervisor; recommends fixtures and equipment to be included.

Hires carpenters, painters, electricians, and other construction personnel and assists in supervising the construction, of the stand according to plans and specifications; selects different commodities to be sold and contacts wholesalers and jobbers regarding the availability of merchandise to be stocked; turns enterprise over to a supervisor and operators,

Contacts civic clubs and organizations to explain the accomplishments of the program and to gain their support in selling building and industrial plant operators on the feasibility of enterprises operated by the blind.

Performs related work as required.

KNOWLEDGES, SKILLS, AND ABILITIES

Considerable knowledge of business organization *and* management and the principles and practices of merchandising and marketing

Considerable knowledge of federal and state laws pertaining to the operation of retail stores or concession stands.

Some knowledge of services offered by other divisions within the agency.

Some knowledge of the techniques and methods of simple building construction.

Ability to gather and evaluate information relating to the desirability of possible business locations.

Ability to select saleable merchandise and to arrange attractive and sound merchandise displays.

Ability to express oneself clearly in written and oral form.

Ability to maintain effective working relationships with others.

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ACCEPTABLE TRAINING AND EXPERIENCE

Graduation from a four year college or university with specialization in business administration or related field and two years experience in the field of retail marketing; or graduation from high school and three years experience in a managerial or executive capacity in the field of retail marketing; or an equivalent combination of training and experience.

Special Note: This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA. Examples of work are primarily essential functions of the majority of positions, but may not be applicable to all positions.