Millenials seem well suited for a career in retail, when you consider their existing work backgrounds and what they want for their future career experiences. However, while retail is likely to satisfy their goals, a nationwide survey by Barnes & Noble College of Millennial college students indicates that many overlook it as a career path.

### RECOGNIZING THE BENEFITS

**Why retail?**

For those considering a career after college...

- **I ENJOY IT**
- **IT BUILDS SKILLS**
- **IT IS A GOOD SIDE JOB**
- **IT WILL BE A RETAIL ENTREPRENEUR**

For those not considering a career after college...

- **I DON'T NEED TO WORK IN CUSTOMER SERVICE**
- **I DON'T LIKE SALES**
- **I DON'T WANT TO DEAL WITH CUSTOMERS**
- **I DON'T LIKE SALES**

### CAREER PATH

**Retail as a career:** Beyond name tags and cash registers

Millenials who haven't ruled out retail see many positives:

**OPPORTUNITY TO LEARN A WIDE RANGE OF SKILLS**

**DYNAMIC WORK ENVIRONMENT**

**OPPORTUNITY TO GROW AND MANAGE A TEAM OF PEOPLE**

**ABILITY TO TAKE OWNERSHIP AND RESPONSIBILITY**

**FINANCIAL REWARDS**

### RECOGNIZING THE BENEFITS

**Recognized by retail workers and non-retail workers:**

**Opportunity to learn a wide range of skills:**

- Customer service skills
- Sales skills
- Managerial skills
- Communication skills
- Organizational skills
- Critical thinking skills
- Marketing skills
- Networking skills
- Financial rewards

### Moving Forward

The challenge to the retail industry? Connect the data when it comes to benefits and demonstrate growth potential beyond the sales floor.

For more information, visit bncollege.com.