



VIEW Retail
Supporting Applied GCSE Business
Unit One: Investigating Business

Note: Complete lists of content and location of evidence in VIEW Retail can be found elsewhere in the website

Some sources of evidence for Unit 1	
<p>Organisation's activities</p>	<p>Travelling around the seven floors provides an in-sight into the organisation of a department store.</p> <p>The customer service and additional extras that HoF offers such as the Personal Shopper, hairdressing etc.</p> <p>The buying role and production process for Therapy garments, found at the east end of the lower ground floor.</p> <p>Marketing and advertising activities.</p> <p>Interview with General Manager – Peter, found at the west end of the second floor.</p>
<p>Aims and Objectives</p>	<p>The Annual Report in the HR office</p> <p>The Mission Statement in the Induction booklet in the HR office.</p> <p>The website for House of Fraser</p> <p>Many interviewees refer to these in their interviews</p>
<p>Organisational Functional Areas:</p> <p>Human Resources</p>	<p>Interview with Human Resource Advisor – Gavin, found in the HR office</p> <p>Job descriptions and specifications, found in the HR office.</p> <p>Human Resource documents e.g. application pack and appraisal form. These can be found in the Customer Service department on the 5th floor.</p> <p>The clips of induction training found around the store.</p>

<p>Organisational Functional Areas:</p> <p>Finance</p>	<p>The Annual Report in the HR office.</p> <p>Interview with Business Support Manager – Heather in the Business Support Office through the Customer Service department on the 5th floor. Administration and IT Business Support Area and Customer Service department on the 5th floor.</p> <p>Selling sequence on the ground floor close to the lifts</p> <p>The HoF IT centre in Swindon which can be accessed from the Business Support Office on the 5th floor.</p>
<p>Organisational Functional Areas:</p> <p>Operations</p>	<p>Interview with General manager – Peter, found at the west end of the second floor.</p> <p>Interview with Replenishment Manager – Sally, found at the west end of the ground floor.</p> <p>Interview with Gaggia representative – James, found at the west end of the fourth floor.</p> <p>Organisation charts – there is one to fill in yourself in the induction booklet in the HR offices</p>
<p>Sales and Marketing</p>	<p>Interview with Maureen, Relationship Manager You can find her on the first floor next to the lifts.</p> <p>Interview with Russell, Design and Trend Co-ordinator He is in Therapy on the lower ground floor at the east end</p> <p>Interview with Julie, Assistant Buyer She is in Therapy on the lower ground floor at the east end</p> <p>Interview with Richard, the Director of Retail Sales. You will find him on the first floor at the west end.</p> <p>Interview with Tamara, Visual Manager You will find her in the Visual Merchandising area in the 6th floor offices.</p> <p>Interviews with Sales Consultants: Claudia can be found at the west end of the second sales floor and is the in the Lingerie department Jay can be found in the centre of Therapy in the lower ground floor Michael can be found in the Menswear area at the east end of the first sales floor.</p>

	<p>Mutsa can be found on the Benefit stand in the middle of the ground floor sales area and close to the stairs down to Therapy</p> <p>Vlada, can be found in the middle of the third sales floor</p> <p>Look at the customer profiles document on the timeline at the east end of Therapy in the lower ground floor.</p>
Customer Service	<p>The 'selling a product' timeline sequence in perfumery on the ground floor close to the lifts.</p> <p>The 'wrapping purchases' timeline document in perfumery on the ground floor close to the lifts.</p> <p>The 'wrapping a gift' timeline sequence in perfumery on the ground floor close to the lifts.</p> <p>Credit facilities in the Customer Service Office on the fifth floor at the east end.</p> <p>Interview with Robert, the Personal Shopping Manager Robert can be found at the east end of the second sales floor</p> <p>Look at the documents, 'Heightening your selling skills' and 'Selling Skills course material' in the training room. You will find this room along the corridor near the HR offices.</p>
Research and development	<p>Interview with Regional Sales Director – Richard.</p> <p>The HoF IT centre in Swindon which can be accessed from the Business Support Office through the Customer Service Department on the 5th floor.</p>
Internal and External Communication	<p>Internal marketing documents for staff and potential staff e.g. job vacancies advertised on the wall on the stairs up to the HR office from the fifth floor.</p> <p>External marketing documents for customers e.g. information on the Fraser Recognition card close to the second floor lifts.</p> <p>Signage around the store</p> <p>The intranet for staff – two sample pages available in the HR office.</p> <p>The website www.hof.co.uk</p>

	<p>Various 'flash' meetings referred to in interviews (see General Manager's interview – Peter, found at the west end of the second floor)</p> <p>Figures and reports such as The Annual Report in the HR office.</p> <p>The link to HoF IT centre in Swindon</p> <p>The induction and other training carried out throughout the store, (video extracts).</p>
Ownership	<p>The Annual Report in the HR office.</p> <p>The HoF website</p> <p>Ownership is also referred to in the narrative</p>
Impact of location	<p>Interview with Sally, the Replenishment Manager You will find her at the west end of the ground floor.</p> <p>Interview with Peter, The General Manager Interview with Richard, Regional Sales Director Both are found at the west end of the second floor.</p> <p>Look at maps to see where all the House of Fraser stores are. In particular look at tube and street maps of London to see the significance of Oxford Street.</p> <p>Look at the narrative particularly near the entrance.</p>
Market Competition	<p>Discuss the other large department stores along Oxford Street Dickins and Jones on Regent Street (just around the corner) is also a House of Fraser store.</p> <p>Look at economic indicators and interest rates as a whole Non-internet selling compared with other retailers</p> <p>Interview with Russell, Design and Trend Co-ordinator He is in Therapy on the lower ground floor at the east end</p>

Some questions that students might ask of House of Fraser for Unit one	
Business Activities	What are the business activities that House of Fraser undertakes?
Who owns the business?	What are the main aims and objectives of the business? Why is a House of Fraser store based in Oxford Street? How do customers get to it? Compare the customer types with your local retail area.
Functional areas within the business	Go through each of the functional areas found in most businesses – human resources, finance, administration and IT support, operations, marketing and sales, customer service and research and development and find out what you can about them in House of Fraser. What are the purposes of each of these functional areas and how do they relate and rely on one another?
The Use of IT.	How does House of Fraser use IT with its staff? How does House of Fraser use IT when it is communicating with customers? To what extent does House of Fraser use IT when communicating with suppliers? How do you think IT will affect the retail business over the next few years?
Business Communication.	What are the main methods of communication with head office? What are the main methods of communication that senior managers within Oxford Street House of Fraser, use to communicate with staff? What are the methods used by House of Fraser to communicate with customers, shareholders and the media? : House of Fraser is a multi-site organisation. What methods of communication can you see businesses developing over the next few years to overcome problems communicating across multi sites?

<p>External influences and business competitors.</p>	<p>Who do you think are House of Fraser's main competitors?</p> <p>What are the likely effects of interest rises on the retail trade?</p> <p>Choose two government initiatives and describe how they impact on House of Fraser's business. This could be new laws such as those covering disabled access or environmental initiatives.</p> <p>:</p> <p>Do you think House of Fraser's competitors are UK based?</p>
<p>Employment opportunities</p>	<p>From VIEW Retail, list as many employees as you can and describe what they do, (you will find job descriptions, interviews and application forms).</p> <p>If you could choose a job at House of Fraser what would it be?</p> <p>What skills and experience do you think you would need?</p> <p>What would be the advantages of working in retail?</p> <p>What would be the disadvantages of working in retail?</p> <p>How do you think the working environment in retail compares and contrasts with construction, manufacturing and/or an airport?</p>