



VIEW Retail
Supporting Applied GCSE Business
Unit Two: People and 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 2	
<p>Employer/ee rights and responsibilities and procedures for addressing industrial disputes. Health and Safety issues.</p>	<p>Interview with Gavin, The Human Resource Advisor, Gavin can be found in the HR offices. Go to the fifth floor and follow the directions for the store offices.</p> <p>Interview with Peter, the General Manager, Peter can be found at the west end of the first sales floor</p> <p>The Induction Booklet found in the HR offices.</p>
<p>Role of the main stakeholders</p>	<p>Customers – advertising to them, data collection from Recognition Card. Look at the Frasercard training material in the training room. Look at the customer profiles document on the timeline at the east end of Therapy in the lower ground floor.</p> <p>Employees – recruitment information, training,</p> <p>Owners and shareholders – The Annual Report,</p> <p>The local community – look around at the narrative at the beginning of the VIEW Retail Application,</p> <p>The Government – Disability Discrimination Act, Environmental policies, Personnel policies,</p> <p>Pressure groups – Oxford Street Traders, British Retail Consortium,</p> <p>Suppliers – Interview with Julie, Assistant Buyer Julie can be found in Therapy at the east end of the lower ground floor</p> <p>Interview with Louise, Merchandiser Louise can be found in Therapy at the east end of the lower ground floor</p> <p>Financiers – Narrative on ground floor near entrance talks</p>

	about ownership of House of Fraser, Annual Report.
Quality of Customer Service	<p>Induction training video extracts,</p> <p>Selling sequence in the perfumery department on the ground floor near the lifts,</p> <p>Training material in the training room,</p> <p>Interview with Robert, the Personal Shopper Manager Robert can be found at the east end of the second sales floor</p> <p>Sales Consultant interviews throughout the store,</p> <p>Recognition card benefits,</p> <p>Credit Agreement benefits.</p>
Job Roles and Working Arrangements	<p>All 21 interviewees,</p> <p>Job descriptions and specifications in HR office</p> <p>Interview with Gavin, The Human Resource Advisor, Gavin can be found in the HR offices. Go to the fifth floor and follow the directions for the store offices.</p> <p>.</p>
Employee Recruitment and Training	<p>All recruitment documentation – this can be found on the 5th floor in the Customer Service department and also in the HR offices,</p> <p>Clips of the induction training around the store,</p> <p>Training leaflets and intranet found around the store. Check the staircase on the way up to the HR offices.</p>

Some questions that students might ask of House of Fraser for Unit one	
Role of the main stakeholders.	<p>House of Fraser Oxford Street is different from most high street stores. Who do you think are the different types of customers that the store attracts?</p> <p>Name three government initiatives that have an impact on House of Fraser.</p> <p>Why is the production of an Annual Report so important to House of Fraser?</p>
Quality of Customer Service	<p>Find three examples of what you consider to be good examples of customer care.</p> <p>Why is good customer care so important to House of Fraser?</p> <p>When you go into a large shop you haven't visited before, what makes you feel good about a shop and what makes you walk out? (Really trying to recognise the fact that signage, lighting, initial introduction are all important.)</p>
Job roles and working arrangements.	<p>Can you find five job specifications for a variety of different roles?</p> <p>Interview Gavin the Human Resource Advisor and describe the variety of different working arrangements people can have when they work in House of Fraser.</p> <p>What benefits do you get when you work with House of Fraser?</p> <p>How are the pay scales arranged?</p> <p>Why do retail outlets normally have staff working different types of hours – e.g. they have full-time, part-time, weekend only staff. Why do they have such flexible arrangements when it can be an administrative problem?</p>
Employee Recruitment and Training	<p>If you were a Supervisor in Therapy looking for a new member of staff, what skills and experience would you be looking for from applicants?</p> <p>If you were a Supervisor in Mens' Formalwear what skills and experience would you be looking for from prospective employees and how would this differ from Therapy?</p>

	<p>Look at the application pack that House of Fraser gives to prospective applicants and comment on how useful you think it is. You will find it in the Customer Service Office on the 5th floor.</p> <p>Does the pack provide all the information you would want? What else would you include in it?</p> <p>Look at the variety of different ways that House of Fraser trains its staff and evaluate which methods are the most effective. What are the advantages of face-to-face group training and what are the advantages of e-training?</p>
<p>Employee/er rights, responsibilities and procedures for addressing industrial disputes. Health and safety procedures.</p>	<p>Look at the Induction booklet which you will find in the 6th floor offices. What are the main health and safety procedures that organisations have to ensure employees adhere to?</p> <p>What is the Trade Union that represents retail workers?</p> <p>What sorts of information should be included on a contract of employment to ensure all parties know what is expected of them?</p> <p>Compare the information you feel should be included with some contracts of employment you may have gathered from local employers</p>