

Aim Provide an enterprise challenge activity to suggest a new concession idea for House of Fraser

Preparation VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The work experience activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

Links to WRL Enterprise
Applied GCSE Business

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved understanding of enterprise and in particular beneficial relationships that can occur between businesses.
Improved problem solving key skills

Pre activity Some familiarisation with VIEW is necessary as the students need to look around for places where concessions are operating.

Explain the background to the concept of a concession and in particular how each business benefits . Perhaps as a class, go into VIEW Retail and point out three very different concessions; eg

- Prescriptives on the ground floor
- Restaurant on the fifth floor (east)
- Gaggia on the fourth floor (west)
- There are others, eg Benefit (ground), Paperchase (ground floor)

Encourage the students to understand and question the challenge including the context in which it is set.

Enterprise: A new concession**Activity Enterprise challenge**

The student will suggest ideas for new concessions in the store.

Some students will find the concept of a concession a difficult one and this challenge may provoke a better response from average and above average ability students.

Students might simply throw ideas forward based upon selling a wider range of products within the store.

Some students will question which products should be chosen so as not to compete with what the store already sells. A few might look for ways in which a concession product might encourage the sale of a store product. A few students will suggest a 'service' rather than a product, based upon the services already found there such as cosmetics, massage and the male and female salons.

A few students may be able to suggest that some concessions will offer the store greater benefit than others, measured in financial return.

A few students will understand that the store could offer a very valuable opportunity for a small business without an outlet to provide a product or service. They may also appreciate that some very large producers (eg those producing fragrances), might use concessions as the primary outlet for their product.

A 'judging panel' might discuss the suitability of a concession for the image of House of Fraser – eg would the store take anything that made money?

- Post activity** Vote on the new ideas and elect a winner.
 Discuss the mutual benefits between the concession and the store.
 Discuss how the concession might be a representative of an external large company or a small business within a larger business.
- Extension activities** Explore new concessions for other types of retail outlets that the students can see in their own high street

You will need...

You will need pen and paper to record your ideas and present your solution.

The maps of each floor of the House of Fraser may help you record what you find and make it easier to locate it later.

Using the VIEW Retail application, enter the front doors of House of Fraser. For this challenge you may need to explore each floor looking for ideas.

The challenge

The House of Fraser in Oxford Street wants to identify a new concessions for the store.

The manager wants you and your colleagues to look around the store and see where, perhaps, a new concession would benefit the store, attracting new customers and improving sales.

He has called a meeting next week and wants each person, including you, to have a good idea to contribute and be able to explain how the idea might attract new customers for the concession and the store.