

Aim Provide an enterprise challenge activity to design a new area arrangement for the travel luggage section

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
Design and Technology

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved understanding of enterprise and the function of effective presentation of a product or service.
Improved problem solving key skills

Pre activity Some familiarisation with VIEW is necessary as the students need to look around the luggage area on the ground floor (west).

The students might want to look at some very different sales area arrangements to get ideas, including looking at their own local shops.

Perhaps review the cosmetics areas (east) and handbags (west) on the ground floor,
Look at how some products are presented 'in use' such as bed linen etc on the fourth floor (east). Some are simply arranged alongside one another, others are presented as they might appear when you have them in your home.
Look at the glassware etc display in the middle of the fourth floor (on a timeline). A variation on the challenge might be to pick an everyday item (functional – a saucepan, or decorative – a vase) and ask the students to best present it in a limited space.

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

You may wish to provide some limits on area size, numbers of products to be presented etc.

Enterprise: Floor design**Activity Enterprise challenge**

The student is asked to design a display for the floor area dedicated to travel luggage, changing it from the current collection of luggage to something 'themed'.

Students of most abilities could attempt this challenge even as a simple 'design' task. The challenge could provoke an appropriate response however from above average ability students.

Most students will be able to sketch some ideas for a display of luggage with a travel 'theme'. Some may need help by brainstorming 'luggage' and travel to see what ideas, images and words result.

Some students will merge several ideas to fill the area and a few may be able to think through the need to maintain public access to see all the luggage.

A few students may realise that customers might still need to touch, open and inspect a bag and will adjust their displays accordingly.

A few students will be able to estimate the overall floor area to be covered and the teacher might wish to help by providing some limitations on design eg, floor area and height.

Post activity Vote on the new ideas and elect a winner.
Discuss what works best – providing simple access to products or setting a product in an attractive 'context'.

Extension activities Choose any other area and develop ideas for themed displays.

You will need...

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

You may decide that you wish to use sketches, coloured pens or paint and larger pieces of paper to make your presentation.

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.

At the west end of the ground floor you will find an area dedicated to displaying travel luggage products.

The challenge

Tamara, the Visual Manager has been asked to present ideas for a themed sales area promoting the bags and travel luggage area ready for the summer holiday period.

Present your ideas to the visual team.