

Aim Provide an enterprise challenge activity to develop some new themes and activities for Therapy on the Lower Ground Floor

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 Enterprise
WRL Applied GCSE Business

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved understanding of enterprise and the concept of risk associated with ideas and initiatives.
Improved problem solving key skill development

Pre activity Some familiarisation with VIEW is necessary as the students need to look around the Therapy area.

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

Activity Enterprise challenge
The students develop new ideas to continue with the 'club like' style in Therapy. They must present their ideas.

Students of almost all abilities could attempt this challenge though a few may struggle to think of any new themes. The teacher may help them by brainstorming the leisure activities of young people and how these might be used in a retail environment.

Most students will be able to think of ideas. Some will differentiate between ideas that result in display changes and those that can offer activities such as the DJ booth.

A few students will look for the mutual benefit between an activity and Therapy, eg the DJ becoming better known and advertising local clubs etc.

A few students will explore the costs of such activities etc and will judge some ideas as too expensive or impractical.

Post activity Present the ideas for class comment and discussion.

Extension activities Review similar sales environments in the high street and compare and contrast.

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, go downstairs into Therapy (to the left of the front doors of House of Fraser.) Continue west towards the middle of Therapy and look at the DJ area and the screens on the wall behind the sales desk



The Challenge

Therapy presents a visually exciting sales area. The Therapy manager wants to introduce some new activities that will continue to encourage young people to visit and make purchases.

Can you think of a new activity for Therapy?