

A VIEW of the House of Fraser, Oxford Street

Content guide

Provide an enterprise challenge activity to design a new way to help customers locate the floor that they wish to visit.

A visitor to the virtual House of Fraser provides access to;

- The outside of the store,
- The Lower Ground Floor
- The Ground Floor
- The First Floor
- The Second Floor
- The Third Floor
- The Fourth Floor
- The Fifth Floor
- The HR Offices
- The Training Room
- The Customer Services area
- Security
- Boiler Room
- The loading bay

Each of these areas has one or more panoramic images.

Some of the areas include:

- Audios - interviews with House of Fraser staff,
- Close up images,
- Sequences of images,
- Documents,
- Short video extracts.

Important information and directions are included in the narrative which should be read with care.

A VIEW of House of Fraser begins **outside the store**.

The panoramic image shows your a view of a busy Oxford Street. Students can consider the importance of the location of the store and issues such as:

- the retail significance of Oxford Street,
- the type of customers that might use the store,
- the retail outlets nearby that compete with House of Fraser.

From this point you can go inside the Store either through the main entrance or, to the left of the main entrance - down the escalator to the lower ground floor or 'Therapy'.

If you choose to go through the main entrance of the store then move on to the section describing the **ground floor**.

If you click to the right of the Lancome poster you will move closer to the entrance to **Therapy**.

The panoramic image shows the entrance to Therapy by the escalator and to the left an empty window display awaiting the attentions of the visual merchandisers. Looking out onto the street the students might consider the role of the police and the particular challenges for security in the capital's most important retail street.

Facing the empty window display (west), the timeline offers access to a sequence of images that tells the story of the visual merchandisers as they build a display for this particular window. You will meet the visual merchandisers again on your tour in several places.

Form here you can click on the escalator to go down to the lower ground floor or Therapy. Move to the **Therapy** section of this document.

Ground floor (1)

You have entered the ground floor sales area from the east, close to the main entrance.

There are 7 points to visit on the ground floor each with a panoramic image.

You can move towards the lifts (west) or further into cosmetics (north-west) or back outside (east). Looking around, the student has their first glimpse of the House of Fraser and may spot two employees – the assistant on cosmetics and the security guard, very different occupations in the same sector.

If you face north west with the pillar in the centre of the image a timeline will appear, The timeline provides access to two documents which shows how retail stores are now offering services and other activities to attract and retain customers.

Facing north east you can click on the floor descriptions. If you 'view images in more detail' you can read the list and the student can begin to map the store, familiarising themselves with how the store is arranged.

We will take a route around the ground floor finishing at the lifts where you can access the other floors. You can however, go straight to the lifts from this position if you wish.

Facing north west click to move towards the centre of the cosmetics area.

Ground floor (2)

This point is at the heart of the cosmetics area and can be used to contrast against sales areas on other floors. You can spot several sales assistants at work.

Facing north west the timeline button provides access to some documents; Prescriptives marketing material,
Prescriptives customer record,
and an image sequence informing you about the Prescriptives product and service.

Once again the store doesn't just sell a product but adds value through personalised services.

From here you can move towards the lifts (south west), back towards the main entrance (south east) or further around the ground floor by clicking to the right of the Prescriptives counter.

Ground floor (3)

You are now on the main walkway on the ground floor. Look around, facing south offers you access to stairs down to Therapy. Facing west allows you to move further west on the ground floor and facing south east will lead you back to the Prescriptives counter.

Facing south you can click on the [JLo poster](#) as evidence of the market that Therapy is aimed at. Increasingly, popular music artists bring out their own range of products.

Facing south west the timeline offers;
[An interview with Mutsa a sales consultant.](#)
[A document about the nail bar service and,](#)
[A few images of the nail bar service in action.](#)

Facing east the timeline offers access to a [short video extract of an induction tour](#) for new employees.

Facing west move west towards the back of the store.

Ground floor (4)

You are around the middle of the ground floor.

Look around at the increasing range of goods being sold. Facing south east offers access to a document on the timeline which provides [information about the massage service](#) offered on this floor.

Facing south east offers a route to the lifts, facing east a way back to the stairs down to Therapy and facing west the furthest point west on the ground floor. Move west from this point.

Ground floor (5)

You are at the furthest point west on the ground floor.

Look around and you can see two 'concessions' from this point. These are just two of several concessions that can be found in the store and represents a relationship between large and smaller businesses that students could explore with ideas of their own.

You can move east back towards the middle of the ground floor or face south and move across to the other side of the floor. Move south.

Ground floor (6)

At this point you can meet Sally, the replenishment manager at House of Fraser. If you face west she is standing quite close to you. Click on her and she will answer some questions about her role.

The timeline at this point offers access to a job profile for Sally's role.

Facing south west (to the left of Sally), you can access the loading bay. If you move in that direction see the notes later in this document.

Facing north takes you back the other side of the floor. Facing south east (to the right of the pink lamp) will take you towards the ground floor lifts.

Ground floor (7)

You are outside the lifts which will take you to floors 1,2,3,4 and 5. You must use the stairs to get to Therapy (lower ground) and the stairs from floor 5 to get to floor 6.

Face north west for the middle set of lifts that you can use.

Facing west (to the right of the poster of the woman), you can return to the west end of the ground floor, where Sally is. Facing east you can move directly to the main entrance of the store. The left hand edge of the easterly entrance provides a route into the cosmetics area.

Facing south west the timeline offers a variety of extra evidence;
A series of images 'wrapping a gift' showing how to add value to a product.
A training document about wrapping gifts.
A training document and a training observation sheet.
A series of images telling the story about selling a product.

When facing the middle lift the timeline offers a short video extract about the induction tour for new employees.

The Loading Bay

This area is one part of the store where Sally, the Replenishment Manager might visit. If you are on the ground floor at the west end close to Sally (6), you can access the loading bay. To Sally's left in the distance is the route through to the loading bay.

The loading bay is a single panoramic image showing the area where goods are delivered to the store. Students might reflect on the challenge of delivering goods to a major retail outlet in such a busy place as Oxford Street.

Click on the lift to see an image that illustrates the problem of moving goods to and from the sales areas as well as the waste that a retail activity can generate.

To the right of the lift you will see a compactor. Click on the open machine and see the compactor being loaded. Clicking on the controls to the right reminds the student that the machine needs to be used with health and safety in mind. The student can take a closer look at the warning signs by clicking on them and is reminded about the need to take notice of the rules and regulations found in the workplace.

You can see the baskets that are used for transporting boxes between the loading bay and the sales area on each floor. The students might look at what is for sale on each floor and speculate on how they may have been transported, including who might be asked to move those items and the health and safety considerations.

The student can also see the small road that links Oxford Street to the loading bay and the necessary limitations on the size of any delivery vehicles.

The loading bay has its own computer which can be seen on the desk, raising issues of the procedures for recording stock as it arrives and the skills needed by the loading bay staff.

Moving to other floors (ground, 1,2,3,4 and 5)

Click on the lift and the doors open. Press one of the lift buttons to move (swiftly) to another floor. The lift buttons have been graphically enlarged to make this easier!

To get to Therapy (lower ground) you must use the stairs from the ground floor (see 3) or go outside the store and enter by via the escalators.

To get to the sixth floor (HR) you must go to the fifth floor and find the door leading through to the stairs to the sixth floor HR area and training room.

First floor (1)

You are on the first floor outside the lifts which will take you to floors 1,2,3,4 and 5. There are four points to visit on the first floor.

Facing north west offers two routes to the sales floor. One will take you to the west end of the sales floor and the other to the middle of the sales floor.

The timeline at this point offers evidence of the use of the lift areas for promotion of particular products. This are;

Kylie promotion – again looking at how celebrities are associated with brands and
Displays – two examples of clothes being displayed to attract the customer into the sales area.

Facing east offers a route through to the east of the sales area which you should take.

First floor (2)

You are at the east end of the first floor sales area.

Students might contrast this area with the busy cosmetics area on the ground floor. It may raise issues about why particular sales areas are placed where they are.

Facing south west we can see some sales advisors working in this area. The timeline at this point offers;

A short video extract of the inductees passing through
A sales advisor job profile document
Some sales training materials
An interview with Michael a sales advisor in this area
And a reminder that the sales area offers a service – the salon for men.

Facing east you can move to the middle of the first floor sales area.

First floor (3)

You are at the middle of the first floor sales area. Still with mensware the style of presentation changes as a contrast to the east end of the sales area.

Facing south east you can return to the east end of this floor. Facing almost south you can see the exit through to the lift area and facing west you can move to the west end of this floor between the two Nicole Farhi stands.

First floor (4)

This area shows how designer labels are allocated their own space and branding.

If you face north the timeline offers access to;

Interview opportunities with Peter, the General Manager and Richard the Director of Retail Sales.

Position profile document for the Director of Retail Sales.

Facing north east the timeline allows you to catch up with the inductees.

Facing south west the timeline offers access to the House of Fraser men's magazine.

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Facing south west you can click on the monitor screen. Students can speculate on how in store screen can act to promote brands more effectively that static displays.

Facing west provides a route back to the middle of the sales floor and facing south west (around the Linea Direction sign) is the route back to the lifts on this floor.

Turn to face the middle lift and move to the second floor.

Second floor (1)

Facing north west offers two routes to the sales floor. One will take you to the west end of the sales floor and the other to the middle of the sales floor.

Facing north west you can see a small table with promotional leaflets about the House of Fraser Loyalty card. Click on the table display to get access to a [promotional leaflet](#).

Facing east move through to the east end of the sales floor.

Second floor (2)

You are at the east end of the second floor sales area.

Facing east offers a timeline with;
[An interview with a personal shopping Manager and](#)
[A video extract from the induction tour.](#)

Facing south offers a timeline with a closer look at the [Double Points promotion](#) currently running at the store.

Facing west provides a route through to the middle of the sales floor. Follow this route.

Second floor (3)

You are in the middle of the second floor sales area.

Facing east offers a timeline listed as 'Reward scheme'. This timeline contains a program error and when clicked will take the user off to a random point. This timeline should not be used and will be corrected in a downloadable update.

Facing east you will see a desk with a notice on it. Click on the [notice](#) to find out about a promotion during London Fashion Week. To the right of the desk is the route back to the east end of the sales floor.

Facing north east a timeline offers access to;

[A promotional leaflet encouraging your people to consider a career in retail.](#)
[An interview with a trainee sales advisor on this floor.](#)

Facing south west is the route through to the lifts and facing almost north is the walkway towards the west end of the sales floor. Move in this direction.

Second floor (4)

You are at the west end of the second floor sales area.

Facing south west the timeline offers access to a promotional leaflet informing customers about the services offered by the women's salon in this area.

Facing north the timeline reveals a sales assistant who you can interview.

Facing north east the timeline reminds students that a House of Fraser magazine is produced for women and a one page extract is included.

Facing east offers a route back towards the middle of the sales floor.

Facing south east (to the right of the Kaliko sign) you can click to return to the second floor lift area.

At the lift area use the lift to go to the third floor.

Third floor (1)

You are on the third floor outside the lifts which will take you to floors 1,2,3,4 and 5. There are four points to visit on the second floor.

Facing north west offers two routes to the sales floor. One will take you to the west end of the sales floor and the other to the middle of the sales floor.

Facing north west you can see a small table with promotional leaflets about the House of Fraser Loyalty card. Click on the table display to get access to a promotional leaflet.

The timeline in this direction offers access to;

Fraser card training materials

An interview with the Store Relationship Manager

Facing east move through to the east end of the sales floor.

Third floor (2)

You are at the east end of the third floor sales area.

Facing north east the timeline offers access to the document containing customer profiles for men and women.

Facing south west you can return to the lifts. Facing west is the route through to the middle of the sales area. Take this route.

Third floor (3)

You are in the middle of the third floor sales area.

Facing north west the timeline offers access to an interview with a department manager.

Facing east will return you to the east end of the sales floor and facing west a route to the west end of the sales floor. Move west.

Third floor (4)

You are the west end of the third floor sales area. The student can directly compare the presentation of adult clothes to the east with children's clothes to the west.

Facing north east you can locate a route back to the middle of the sales floor and south east the way back to the third floor lift area.

At the lift area catch the lift to the fourth floor.

Fourth floor (1)

You are on the fourth floor outside the lifts which will take you to floors 1,2,3,4 and 5. There are four points to visit on the second floor.

Facing west offers two routes to the sales floor. One will take you to the west end of the sales floor and the other to the middle of the sales floor.

Facing south east the timeline offers a series of images showing displays in this area.

Facing east move to the east end of the sales floor.

Fourth floor (2)

You are at the east end of the sales floor.

Facing north east the timeline offers access to a series of images that tells the story of a visual merchandiser preparing a bathroom accessories display. The skills used are very different from those used in the display window on the ground floor.

Facing south west the timeline shows us some beds and other products displayed imaginatively with the help of the visual merchandisers.

Facing south east provides a route back to the lifts. Facing west offers a way through to the middle of the sales floor. Move in this direction.

Fourth floor (3)

You are in the middle of the sales floor.

Facing north east the timeline offers access to the inductees who have passed this way.

Facing the north the timeline provides a view of a promotional leaflet for the Fraser Card.

Facing south the timeline shows a few products displayed to attract the attention of the customers.

Facing south east offers a route back to the east end of the sales floor. Facing west is a way to the far end of the sales floor. Take this route.

Fourth floor (4)

You are at the east end of the sales floor.

Facing north west the timeline offers access to a series of images and an interview. This area shows a different type of concession at work in the store.

Facing north east the timeline gives us a glimpse of the inductees passing by.

Facing east there is a route back to the middle of the sales floor.

Facing south east and just to the right of the empty shelves you will discover a route back to the lifts. Take this route.

At the lifts click on the door and proceed to the fifth floor.

Fifth floor (1)

You are on the fifth floor outside the lifts which will take you to floors 1,2,3,4 and 5. There are four points to visit on the second floor.

Facing west offers two routes to the sales floor. One will take you to the west end of the sales floor and the other to the middle of the sales floor.

Facing east move to the east end of the sales floor.

Fifth floor (2)

You are at the east end of the fifth floor.

Facing south east you will see the [restaurant menu](#). You can click on this for a closer look.

Facing north you will see the entrance to the Customer Services area. If you take this route look further on in this document for guidance.

Looking around the furniture on display offers a contrast to the sales areas on other floors.

Facing south west you will find a route back to the lifts, (to the right of the lights). Facing west offers a way to the middle of the sales floor. Take this route.

Fifth floor (3)

You are in the middle of the sales floor.

Face east to return to the east end of the sales area. Facing south west offers a way back to the lifts and facing west a route through to the west end of the sales floor. Take this route.

Fifth floor (4)

You are at the west end of the fifth floor sales area.

Facing south west the timeline offers access to;

[A short video extract of the inductees and A leaflet promoting the sale.](#)

Facing east leads back to the middle of the sales floor. Facing south east (between the two pillars) you can move towards the lifts. Take this route.

The Customer Service area

Facing north the timeline provides access to several documents which are concerned with recruitment and applications for work at the store.

Facing south east the timeline offers access to;

Staff training materials for credit arrangements and
A member of the public arranging credit

Facing east you can click on the door to the office.

Facing east in this office you can click on the Business Support Manager for an interview.

Facing east the timeline offers access to;

Views of the PC screens interfacing to the EPOS systems showing financial and customer related information.

A trip to the Swindon based IT Centre where you can explore some of the people, equipment and information the centre handles.

Facing west allows you to leave the office through the door.

The sixth floor

On the sixth floor you can access;

The HR offices
The Visual Merchandisers work area
The Training Room
The Staff rest area
The storeroom

Go to the fifth floor and face south east. The doors lead to the stairs to the sixth floor, click on the doors.

The walls have posters with information that you can explore. They include;
House of Fraser job opportunities.
Concession job opportunities.
Staff notices.
Notices about stock losses through theft.

Face the stairs going upward to proceed to the offices.

At the top of the stairs you can view some sample notices from the pink noticeboard. You can face left to move down a corridor towards the storeroom, training room and rest area. Move forward through the double doors close to you, into the office area.

In the office area you can look right and find;

On the walls;
Recruitment information
A Frasercard staff training poster
A poster with some computer use instructions

And on the table

A Retail Therapy magazine produced by Skillsmart the sector skills council for retail.

In the distance down the walkway you can see a stand for magazines. Click on this to access a Christmas Marketing Update.

The double doors lead back out to the top of the stairs.

If you move into the office area you can look around a typical office environment.

In the desk in tray you can see and access the [House of Fraser Annual Report](#) and just above this catch a glimpse of the [store intranet](#) on the computer screen.

Look for a bright green box file on a desk in which you will find [copies of job profiles](#) for many roles within the store.

Below the green box in the same area you can look at an [induction booklet](#) for those new to the store.

The wall mounted rack holds some [basic staff forms](#) that you can look at if you wish.

A [House of Fraser magazine](#) is on a chair for you to look at.

A [certificate of Employer's Liability](#) is on the wall and can be viewed in more detail.

Timelines in this area offer;

[A look at the inductees as they pass through.](#)

[A recruitment campaign for staff](#)

[A newsletter from the Chief Executive](#)

[An extract from Draper magazine](#)

[An interview with the HR Manager](#)

You will just see a striped door through which you should proceed to enter the work area of the visualisation team.

A striped single door when clicked on will reveal the [Visual Manager for an interview](#).

The timeline at the same point offers a look at the [visual manager's job profile](#) and a series of images showing the team at work.

Clicking on the white double doors moves you into a linked area in which materials are prepared for use elsewhere in the store. Included is a timeline offering the [job profile for a visual merchandiser](#).

You can get out of this work area by clicking on the archway exit and then on the light blue door to return to the office area.

Other sixth floor areas

From the top of the stairs look left down the corridor towards the storeroom, training and rest area. Move in this direction.

Look around and move into the storeroom. There is one panoramic image to offer a glimpse of the storeroom. Click under the fire exit to get out.

Turn right and continue down the corridor towards the rest area and training room.

In the rest area click on the [noticeboard](#) to look at a few staff notices.

Use the timelines to see;

[The training notes and the customer scenarios belonging to staff.](#)

[Some images of the facilities in the rest area.](#)

Click to the left of the pink noticeboard to enter the training room.

In the training room you can access close-ups of the [training till](#) and [display boards](#) and the [Skillsmart Retail Therapy magazine](#) is on a table.

The timelines offer;

[A job profile for a training co-ordinator.](#)

[Customer profiles document for House of Fraser and](#)

[An image showing how the room is laid out for a training session.](#)

And

[Documents addressing;](#)

[Heightening your selling skills](#)

[Selling skills course material](#)

[Frasercard training leaflet](#)

[Two video extracts from the induction process.](#)

You can leave this room through the single door to the right of the flip chart.

Lower ground Floor (Therapy)

Assuming that you access Therapy from the stairs in the middle of the Ground Floor sales area.

Therapy (1)

Look around, the student can contrast the Therapy area with other parts of the store.

Facing north west you can see the DJ Booth. The timeline offers an advert for a music venue using similar DJs to those that would appear in Therapy.

Facing north the timeline offers an interview with a sales assistant in this area.

Facing south you can move from Therapy into the security office area. See later in this documentation for guidance.

Face north west and move to the western end of Therapy.

Therapy (2)

Look around and face east to return to the DJ area.

At the DJ area face east and move to the far east end of Therapy.

Therapy (3)

Face south east, looking at the Therapy sign.

The timeline offers access to;

A newsletter from the Chief Executive

A document showing the buying and merchandising process

Critical path analysis

Customer profiles

Garment design

And interviews with;

A merchandiser,

Design and trend co-ordinator

Assistant buyer

You can exit Therapy by going back the way you came and back up the stairs onto the Ground Floor sales area or by clicking on the escalators and going back outside the store.

The security area

From Therapy (1) proceed south into the security area.

Look around and you will see the security office.

You can explore the noticeboard for staff notices and the walls for the Health and Safety Poster and staff signing in/out forms.

Look at the button to initiate random security searches.

The door to the right of the noticeboard will return you to Therapy.

The door to the left of the noticeboard leads to the boiler room.

The boiler room

Look around at this area and use the timeline to interview the Maintenance Manager and look at his job profile.

The single door leads back out to the security area.