



A VIEW of the House of Fraser, Oxford Street

Interviewees, their job titles and the questions answered.

Interview questions – House of Fraser v1.0

	Sally	Replenishment Manager
	Sally can be found at the west end of the ground floor sales area.	
1	What is your name and what is your role?	
2	Could you describe your career path through different departments at House of Fraser and the challenges of adapting to different roles?	
3	How do you deal with staff who are reluctant to 'sell' the House of Fraser Loyalty cards to the customers?	
4	Is there a major difference between the clothing departments for men and women because of tailoring?	
5	How long have you worked in replenishment?	
6	Why did you go into replenishment?	
7	What would be your next possible career move within the House of Fraser's management structure?	
8	How many staff work in your area?	
9	How difficult is it to manage a department for someone as young as yourself when working alongside far more experienced members of staff?	
10	Has the role of Replenishment Manager at House of Fraser always been traditionally run by a female?	
11	What time do deliveries begin arriving at the shop?	
12	How do you manage deliveries to avoid too many lorries arriving at once?	
13	What do you do if deliveries arrive at the wrong time or too late?	
14	Has the congestion charge made any difference to the punctuality of deliveries?	
15	Where do your deliveries come from?	

Interview questions – House of Fraser v1.0

16	What methods of internal communication are there to keep things running smoothly in such a large department store?	
17	Do you have meetings with staff on a daily basis?	
18	What sort of communication do you have with Head Office?	
19	Does your job involve any heavy lifting or manual movement of stock?	
20	How do you evaluate the success, strengths or weaknesses of your stock replenishment role?	
21	What time does your working day begin and what are the general hours of your team?	
22	What do you like most about your work and what gives you the best feeling of job satisfaction?	
23	What qualifications or qualities do you need to do your job?	

Interview questions – House of Fraser v1.0

	Mutsa	Sales Consultant
	Mutsa can be found on the Benefit stand in the middle of the ground floor sales area and close to the stairs down to Therapy	
1	What's your name and job role?	
2	What is a typical day for you?	
3	Have you had training for your role?	
4	How long have you worked for BeneFit?	
5	What did you do before this role?	
6	Do you see your future in retail?	
7	What do you enjoy about your role?	
8	Are there travel opportunities in your role?	
9	What skills/qualifications does the role require?	
10	What do you find the most challenging about your role?	
11	What hours do you work?	
12	Have you seen any celebrities in store?	

Interview questions – House of Fraser v1.0

	Colin	Maintenance Manager
	Colin can be found in the boiler room which can be accessed through Therapy and ‘Security’ in the lower ground floor.	
1	What is your name and job role?	
2	How long have you been at House of Fraser?	
3	What role did you perform before your current job?	
4	What qualifications and experience do you need for this job?	
5	Did the House of Fraser help you get qualifications?	
6	What do you do in a typical day?	
7	Are you responsible for Health and Safety in the store?	
8	Do accidents get reported in some way?	
9	What are the most common accidents?	
10	Do you have to take responsibility for chemicals such as cleaning materials?	
11	How old is the building?	
12	Does House of Fraser Head Office monitor contractors Health and Safety compliance?	
13	Do you have many different contractors working here?	

Interview questions – House of Fraser v1.0

	Jay	Supervisor
	Jay can be found in the centre of Therapy in the lower ground floor	
1	What's your name and job role?	
2	How long have you worked here?	
3	What did you do before this role?	
4	What would you like to do next?	
5	Is there plenty of opportunity to progress in retail?	
6	How long were you a shop assistant before applying for the supervisor position?	
7	What qualities are looked for when considering people for promotion?	
8	What do you enjoy about retail?	
9	How does the therapy floor differ from the other floors in the store?	
10	Do you offer any unique services on the therapy floor?	
11	Do you have special promotions on the therapy floor?	
12	How do you communicate with the other departments?	
13	What training have you received in your role?	

Interview questions – House of Fraser v1.0

	Julie	Assistant Buyer
	Julie can be found in Therapy at the east end of the lower ground floor	
1	What is your name and job role?	
2	What does your job entail?	
3	How did you get into your current role?	
4	Why did you move from Linea to Therapy?	
5	What experience and qualifications do you need for this job?	
6	Can you explain how your role fits in with meeting the objectives of the Buying Department?	
7	Which other departments do you work with and why?	
8	Can you give examples of press where your garments may feature?	
9	How effective is marketing your range through magazines?	
10	How do you cater for such a huge influx of interest in a garment?	
11	What forms of communication do you use when working with other departments?	
12	Where do you get your inspiration for selecting and designing what is going into your stores?	
13	Does the Buyer negotiate pricing?	
14	How many suppliers do you use?	
15	What type of customer do you have?	
16	How do you decide on the price of the products?	
17	Which products have the highest profit margins?	
18	What is the process for selecting a garment to selling it in the store?	
19	Do you source outside of the UK?	
20	Do buyers travel with their jobs?	
21	Have you traveled with your job?	
22	What do you enjoy about your job?	
23	What do you dislike about your job?	

Interview questions – House of Fraser v1.0

24	What does your typical day consist of?	
25	What qualities or skills do you need to do your job?	
26	What qualifications do you need?	
27	What do you hope to move onto next?	
28	Do you compare products when you are out shopping?	

Interview questions – House of Fraser v1.0

	Russell	Design and Trend Co-ordinator
	Russell can be found at the east end of Therapy on the lower ground floor	
1	What is your name and job role?	
2	How long have you been in this role?	
3	What does your role involve?	
4	What experience/qualifications do you have for the role?	
5	What kinds of roles did you find after leaving college?	
6	What changes in trends have you seen?	
7	What is the relationship between "design" and "buying"?	
8	What is the design process?	
9	Are there customer differences according to different stores?	
10	How much is designed in house?	
11	How long is the process from designing a garment to getting it in store?	
12	Are new high street companies a threat to House of Fraser?	
13	What forms of communication do you use?	
14	Are language barriers a problem in your role?	
15	Do you encounter cultural differences in your role?	
16	Do you have quality checks?	
17	What are the differences between "design" and "buying"?	
18	Does your role allow you to travel?	
19	What do you like about your job?	
20	What do you dislike about your job?	
21	Would you recommend working in the retail industry?	
22	Do you communicate with other departments within House of Fraser?	
23	What qualifications do you need to work in Design?	
24	What do you hope to do next?	

Interview questions – House of Fraser v1.0

	Louise	merchandiser
	Louise can be found in Therapy at the east end of the lower ground floor	
1	What is your role at House of Fraser?	
2	What is the difference between merchandisers and buyers?	
3	What experience did you have before you came to this job?	
4	Do you need qualifications for this work?	
5	What responsibilities do you have?	
6	Who decides the price of the items that you buy?	
7	How do you decide upon the styles that you will purchase?	
8	Where are your main suppliers based?	
9	Do you travel much in your job ?	
10	Do you think the merchandiser's role is better than the buyer?	
11	What parts of your job do like ?	
12	Do you have a chance to influence buying decisions ?	
13	What time do you start and how does the day go?	
14	What advice would you give to someone applying for a job like yours?	
15	What do you want to do next ?	

Interview questions – House of Fraser v1.0

	Michael	Sales Adviser
	Michael can be found in the Menswear area at the east end of the first sales floor.	
1	What's your name and job role?	
2	How long have you worked at House of Fraser?	
3	What did you do before working here?	
4	Do you have long term ambitions in retail?	
5	What do you enjoy about your job in retail?	
6	What brands do you work with?	
7	What customer types do you have?	
8	What skills/qualifications are important to your role?	
9	What hours do you work?	
10	What is a typical day for you?	

Interview questions – House of Fraser v1.0

	Peter	General Manager
	Peter can be found at the west end of the first sales floor	
1	Who are you and what is your job title?	
2	What would a typical day comprise of for you?	
3	Who meets with you at 11.00 in the morning?	
4	What positions have you held in the past?	
5	What do you love about working in retail?	
6	What is different about Oxford Street from other HoF stores particularly Dickins and Jones	
7	What sort of data do you send to Head Office?	
8	What sort of information do they feed back to you and how?	
9	Do you have an electronic way of replenishing your store?	
10	Do you have to order more stock in at any particular times of the year?	
11	What different communication methods do you use?	
12	How many meetings do you have to attend in a day?	
13	Who updates the website about your store?	
14	Who decides on what range of merchandise you have in your store?	
15	Do different concessions buy floor space? How does the relationship work?	
16	What types of employees do you have?	
17	How many graduates do you take on?	
18	Where can students find out about vacancies at House of Fraser?	
19	What do you love about your job?	

Interview questions – House of Fraser v1.0

	Richard	Director of Retail Sales
	Richard can be found at the west end of the first sales floor	
	What is your name and job role?	
	What does your role involve?	
	How many stores do you have?	
	In a nutshell what does your role involve?	
	What is the mix involved in making a good store?	
	Where do you get your ideas for the stores?	
	What sorts of skills and qualities would someone considering a career in retail need to have?	
	What sorts of qualifications do you need to work for House of Fraser?	
	Do you have any management trainee schemes?	
	What appeals to you about working in retail?	
	What can a career in retail offer to a person? What makes it exciting and interesting?	
	What changes have occurred in retail over the last few years?	
	What is the difference between House of Fraser in Oxford street and Dickins and Jones in Regent street?	
	What communication methods do you use at House of Fraser?	
	Are staff required to wear name badges?	
	Will House of Fraser be expanding in the future?	
	Is the term "lifestyle shopping" relevant to House of Fraser?	
	Are there any new products that House of Fraser are going to introduce?	
	Where does your merchandise come from?	
	How does House of Fraser evaluate economic climate?	
	Are there opportunities for travel within the role?	
	What is your typical day?	
	Do you work weekends?	
	What is good about working in retail?	

Interview questions – House of Fraser v1.0

	Claudia	Sales Assistant
	Claudia can be found at the west end of the second sales floor and is the in the Lingerie department	
1	What's your name and job role?	
2	What does your job involve?	
3	How long have you worked for House of Fraser?	
4	What did you do before working here?	
5	Why did you come to the UK?	
6	Have you received training for your role?	
7	Are there different demands for different times of the year?	
8	What skills are important to the role?	
9	What do you want to do next?	
10	What experience have you gained here?	
11	What is a typical day for you?	

Interview questions – House of Fraser v1.0

	Susie	Trainee
	Susie can be found in the middle of the second sales floor	
1	What is your name and job role?	
2	What does your job involve?	
3	What qualifications do you have?	
4	Why did you choose a retail degree?	
5	Did you have a Saturday job?	
6	What attracted you to the retail industry?	
7	Why did you decide to do a degree as opposed to going straight into the work environment?	
8	What skills are important when working in retail?	
9	Did you have a work placement during your degree?	
10	What have you learnt from Skillsmart that has helped in your job role?	
11	What kinds of roles have your university peers been placed in?	
12	What would you like to do in the future?	
13	Can you tell me about your degree course?	
14	Which A/AS levels are relevant to retail?	
15	What training have you received for the role?	
16	What qualities do you look for in potential trainees?	
17	What do you love about working in retail?	
18	What universities offer retail management degrees?	

Interview questions – House of Fraser v1.0

	Robert	Personal shopping manager
	Robert can be found at the east end of the second sales floor	
1	What's your name and job role?	
2	What does your role involve?	
3	How did you get into the role?	
4	What skills or qualifications do you need for the role?	
5	What is a typical day for you?	
6	Do you charge for the service?	
7	What is the average spend of a customer?	
8	What training do you provide for new employees?	
9	What percentage of your customers are male?	
10	What is the purpose of personal shopping for "Beauty"?	
11	Does a hierarchy exist in personal shopping?	
12	What is your busiest day?	
13	What is the age profile of the customers?	
14	Why do House of Fraser think it's important to have personal shoppers?	
15	How long do you have to wait for an appointment?	
16	Is there a personal shopping department in all House of Fraser stores?	
17	How are people aware of the service?	
18	Do some customers leave without buying anything?	
19	Do you ever have awkward customers?	
20	Why did you become a personal shopper?	

Interview questions – House of Fraser v1.0

	Maureen	Relationship Manager
	Maureen can be found by the lifts on the third sales floor	
1	What's your name and job role?	
2	What does your job involve?	
3	What is the main objective of your role?	
4	How is your job important in meeting the overall business objectives of HoF?	
5	Is information stored on databases?	
6	How long has the loyalty card been around?	
7	How do you know which brands customers want?	
8	Do your marketing interests ever conflict with those of the concession?	
9	Do you allow different brands to have access to your database?	
10	Do you notice trends appearing within the data?	
11	What skills/experience are needed for your role?	
12	What does the marketing department consist of?	
13	How often does the department have meetings?	
14	How do you communicate in house promotions to staff?	
15	Where do you draw your inspiration from when heading up events and marketing campaigns?	
16	Do different stores require a different promotional approach?	
17	How does House of Fraser Oxford street differ from other stores?	
18	What do you like about your job?	
19	How does economic growth effect retail?	
20	Can you forecast customer demand?	
21	What skills/qualifications does somebody need to work in marketing?	
22	What's a typical day for you?	

Interview questions – House of Fraser v1.0

	Vlada	Manager of the Planet department
	Vlada can be found in the middle of the third sales floor	
1	What is your name and job role?	
2	What does your role involve?	
3	What skills are required for the role?	
4	How long have you worked in retail?	
5	How did you get into retail?	
6	Do you have any inter-relations with other departments?	
7	How are you involved with the personal shoppers?	
8	What are your main types of customer groups?	
9	What advice can you offer to someone considering retail as a career?	

Interview questions – House of Fraser v1.0

	James	representative for Gaggia.
	James can be found at the west end of the fourth sales floor.	
1	What's your name and which company do you work for?	
2	What is the exhibit about?	
3	How do you get the customers attention?	
4	What is the busiest time?	
5	What is the average age of your customers?	
6	What appliances do you sell?	
7	What is your involvement in ice cream?	
8	What flavours are there?	
9	What training are you offering?	

Interview questions – House of Fraser v1.0

	Gavin	HR Development Adviser
	Gavin can be found in the HR offices. Go to the fifth floor and follow the directions for the store offices.	
1	What's your name and job role?	
2	How did you get into the job role?	
3	What qualifications do you have?	
4	What HR training did you receive in you previous role?	
5	Why did you choose to go straight into an operational career?	
6	What do you like about working in retail?	
7	What is a typical day like for you?	
8	What's a personal development plan?	
9	How many people report to you?	
10	How many people work in the store?	
11	Do you deal with the HR needs of the concession staff?	
12	What kind of staff turnover do you have at House of Fraser?	
13	Are there issues around recruitment that are unique to London?	
14	Can you explain about the rota systems?	
15	How many hours to staff typically work?	
16	Are the hours of work flexible?	
17	What salary ranges are there?	
18	What training do staff receive?	
19	How often do you communicate with other staff members?	
20	Does head office communicate with you on a daily basis?	
21	Are you involved with customer feedback?	
22	How should someone go about getting into retail?	
23	What would you advise people to wear to an interview?	

Interview questions – House of Fraser v1.0

24	Do you take on seasonal workers?	
25	What benefits do employees receive?	
26	What is the mystery shopper program?	
27	How often do you use a mystery shopper?	
28	How do you encourage team spirit?	
29	What do you love about your job?	
30	What do you want to do next?	

Interview questions – House of Fraser v1.0

	Heather	Business Support Manager
	Heather can be found in the office off of Customer Services on the fifth sales floor at the east end.	
1	What is your name and role?	
2	What does your job require you to do?	
3	How did you start at House of Fraser?	
4	What sort of training have you been given?	
5	What are your working hours?	
6	What do you like about your job?	

Interview questions – House of Fraser v1.0

	Peter	Computer Operations Manager
	Peter is in the Swindon IT Centre found through the office attached to Customer Services on the fifth floor.	
1	What's your name and job role?	
2	How does Swindon communicate with the HOF stores?	
3	How have I.T systems changed over the years?	
4	What specific data do you keep?	
5	What data is kept in-store?	
6	What job roles exist here at Swindon?	
7	What qualities are important for working in the I.T centre?	
8	What problems occur with systems in-store?	
9	What is the working environment like here?	
10	What is a typical week for you?	
11	How did you get into your current role?	
12	How do you see the future of retail?	
13	What is the process of developing a new system?	
14	What do you like about your job?	
15	What advice can you offer to somebody wanting to get into this field of work?	

Interview questions – House of Fraser v1.0

	Rob	Business Processes Training Manager
	Rob is in the Swindon IT Centre found through the office attached to Customer Services on the fifth floor.	
1	What's your name and job role?	
2	How does Swindon communicate with the HOF stores?	
3	How have I.T systems changed over the years?	
4	What specific data do you keep?	
5	What data is kept in-store?	
6	What job roles exist here at Swindon?	
7	Are there important qualities to have when training people to use information systems?	
8	What problems occur with systems in-store?	
9	What is the working environment like here?	
10	What is a typical week for you?	
11	How did you get into your current role?	
12	Can you explain the typical training process?	
13	How do you see the future of I.T in retail?	
14	What is the involvement of I.T in market need?	
15	What do you like about your job?	
16	What advice can you offer to somebody wanting to get into this kind of role?	

Interview questions – House of Fraser v1.0

	Tamara	Visual Manager
	Tamara is in the Visual Merchandiser's area which can be found close to the HR offices. Go to the fifth floor and follow the directions for the store offices.	
1	What is your name and role in House of Fraser?	
2	What roles have you held before?	
3	How many people work in Visual Merchandising?	
4	What are your responsibilities in this new role?	
5	How do you communicate with the buying department, the different departments in store and the concessions?	
6	How do you communicate with the operational side of the business?	
7	Are the windows your main responsibility?	
8	Who do you work with in store?	
9	Is there a window calendar for all House of Fraser stores?	
10	Who do you report to?	
11	When do you have meetings?	
12	What are you responsible for?	
13	Are home and fashion equally important?	
14	What qualifications do you need for your role?	
15	What skills are important?	
16	Do you have to accept criticism?	
17	Are different companies ideas very different?	
18	Why did you become a visual merchandiser?	
19	Is there the opportunity to travel in your role?	
20	What do you like about the job?	
21	What advice can you offer to someone wanting to do a similar role?	
22	What is a typical day for you?	