

Aim To encourage a student to think about the importance of customers in the retail sector

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 Links to WRL
Work experience preparation
Applied GCSE Business

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved work experience

Pre activity Stress importance of following the student sheet and not getting distracted. Offer help if lost to get back on track.

Discuss what shops do... Most students will focus on selling products but increasingly a shop will add value to the shopping experience by offering services as well as products.

Activity Student begins at the HoF entrance and follows the printed visit guide.

The student will explore the ground floor to find out what products are being sold and what services. A good exploration will create quite a wide range of services just on the ground floor.

Post activity Collate the lists and discuss why the store offers space to services and not more product. The example of cosmetics might be a good starting point.

Discuss which services are offered by House of Fraser and which are concessions.

Extension activities Discuss common high street stores and what services they offer. Perhaps organise a survey.

You will need...

You will need a paper and a pen or pencil to make some notes.

Having a printed copy of the floor maps might be useful to help you find your way around.

Most shops sell products but many are now offering services to their customers to add value to the shopping experience. Caring for their customers in this way improves sales and customer loyalty.

Let's explore the House of Fraser ground floor sales area to find some evidence.

Enter the store by the main entrance and visit all seven points on the ground floor in any direction you like. Don't forget to use your map to help you find your way around and note down any points of interest.

At each point look around and note down some of the products being sold. Can you also note down any services being offered – look carefully and make use of the timelines and any other evidence you can find.

Enter the information you have gathered into a table like this:

Position on ground floor	Products sold	Services offered

When you go out on your work experience you may have a basic idea of what the business does. But look out for the ways in which it looks after customers, particularly by offering them extra services to make them feel special. Without the customer there would be no business. Wherever you work you must always remember that what you do is ultimately for a customer somewhere, even if you do not meet them.