

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.

You may wish to use the internal training document about wrapping to provoke some discussion, role play and even some practice wrapping! It is a useful insight to how serious the store takes this type of activity. Brighter students could discuss the psychology of this.

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. It would be useful if the students have had an opportunity to try the previous assignment (HWE9) prior to this task.

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

The student will explore one particular service which adds value to a customer's purchase – wrapping. They can see the internal training sheet on this activity and a sequence of images depicting the service.

Post activity Discuss customer 'care' and what that means. In particular the idea of making customers feel looked after and special and not simply someone to sell something to.

Extension activities The class can discuss and suggest other ways in which retail can look after customers – the techniques used to add value to a sale.

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 extra services associated with the product to make the sale special and meet a customer's needs.

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

Enter the store by the main entrance and move to the point outside the ground floor lifts.

Look around you and towards the 'fragrance' counter. Use the timeline and investigate;

Wrapping purchases – an internal document
Wrapping a gift

Something as simple as effective wrapping can be received warmly by the customer and make the difference between a sale or no sale. This particularly applies to products like perfume and even more so at times of the year like Valentine's Day.

If a store decides to offer this simple 'extra' what resources will they need to provide?

What 'extra' might tempt you to purchase a CD from a high street store?

When you are on work experience have a look at products sold directly to customers and see if the business 'adds value' by providing an extra service to make the product that little more attractive. It does not have to be wrapping – what else could it be?