

# RETAIL BUSINESS

## WHAT WILL I STUDY?

This qualification is made up of 3 units:

### Unit 1: The business of retail

You will be introduced to the business of retail and will explore the dynamic and competitive nature of the retail industry.

Gain knowledge and understanding of different types of retail business and retail activity, as well as the impact of external factors on the industry e.g. growth in sustainability.

Unit 2: Customer service for retail business Develop your knowledge and understanding of the principles of customer service for retail business and have the opportunity to investigate the customer service experience across a retail organisation selected by you.

### Unit 3: Merchandising and marketing of retail products

Be introduced to the importance of visual merchandising and marketing retail products, and how retail businesses use visual merchandising and marketing to achieve their aims.

Apply your knowledge and understanding to design visual merchandising installations and promotional materials.

All three units will consider retailing in physical stores and online retailing.

## HOW WILL I BE ASSESSED?

You will be assessed through a mixture of exams and project work. Unit 1 will be assessed through an exam, which is worth 40% of your qualification. The exam will last 1 hour and 30 minutes and will be made up of multiple-choice questions, and short and extended answers.

Unit 2 will involve project work, where you will investigate the customer service of a selected retail business. This is worth 30% of your qualification and will take 6 hours to complete.

## WHAT SKILLS WILL I DEVELOP?

You will develop a range of skills which are attractive to employers, colleges and universities including:

- Communication
- Critical thinking
- Learning independently Research Taking on responsibility Time management.

## CAREERS WITH RETAIL BUSINESS?

Retail Business will give you good IT knowledge, great analytical skills, and excellent problem-solving skills. This means that when it comes to potential careers, there will be lots of choice. Specific retail business careers include:

- Content writer
- Customer service representative
- E-commerce web developer
- Logistics

- Marketing assistant
- Marketing management
- Retail buyer
- Retail management
- Sales associate
- Social media
- Team leader
- Visual merchandiser