



Level 1/2

Retail Business

WJEC

Unit 1

Introduces learners to the business of retail and provides them with the opportunity to explore the dynamic and competitive nature of the retail industry. They will gain knowledge and understanding of different types of retail business and retail activity, as well as the impact of external factors on the industry.

Unit 2

Allows learners to develop knowledge and understanding of the principles of customer service for retail business and offers the opportunity for learners to develop skills in investigating the customer service experience across retail organisations.

Unit 3

Provides learners with the opportunity to develop their understanding of the importance of merchandising and marketing retail products, and how retail businesses use merchandising and marketing to achieve their aims. Learners will also apply their knowledge and understanding to develop skills in designing visual merchandising installations and promotional materials that achieve specific aims.

(Unit 2)Topics

- 2.1 Introduction to customer service
- 2.2 Meeting customer expectations
- 2.3 Investigate customer experiences in retail businesses

Assessment

This unit is internally assessed through controlled assessment available in January and May each year.

- Duration: 6 hours
- Number of marks: 60
- Format: Candidates will undertake a research project into the customer service provision of a retail business of the candidate's choosing. The assignment brief will include a scenario and several tasks issued to centres in a candidate assessment pack via the WJEC Secure Website.
- Tasks are not intended to change for the lifetime of the qualification. If candidates choose to resit this unit's assessment at a later date, they must choose another retail business. This assessment contributes 30% to the overall qualification grade

(Unit 3)Topics

- 3.1 Visual merchandising for retail business
- 3.2 Marketing retail businesses and products

Assessment

This unit is internally assessed through controlled assessment available in January and May each year.

- Duration: 8 hours
- Number of marks: 60
- Format: Candidates will undertake a series of set tasks that are to be applied to a prescribed context set annually by WJEC and issued to centres in an assessment pack via the WJEC Secure Website.
- This assessment contributes 30% to the overall qualification grade.

Exam

(Unit 1)

Topics

- 1.1 Introduction to retail business
- 1.2 The retail business environment
- 1.3 Using data and recommending solutions to retail business issues

Assessment

This unit is externally assessed through a written examination available in January/February and May/June each year.

- Duration: 1 hour 30 minutes
- Number of marks: 80
- Format: short and extended answer questions based around applied situations. Learners will be required to use stimulus material to respond to questions.
- This assessment contributes 40% to the overall qualification grade.

Staff

**Miss Bowen is the subject
specialist for Retail Business.
Room – IT1**



Careers

The Vocational Award in Retail Business has been designed to support learners in schools who want to learn about this vocational sector and the potential it can offer them for their careers or further study. It is most suitable as a foundation for further study. This further study would provide learners with the opportunity to develop a range of specialist and general skills that would support their progression to employment.

The employment opportunities presented by the retail business sector are diverse and expansive; as the largest private sector employer with a current employment rate of almost 3 million, young people can aspire to many employment opportunities from the shop floor to the showroom, and from head office functions to the warehouse.

The value of equipping young people with the knowledge and skills with which to forge careers in this lucrative and diverse sector is enormous.

Pupil views

"I decided to do retail business because I was, and still am, interested in opening my own business in the near to distant future. I have learnt many things regarding retail business, all of which are useful to note for future use if I were to open a business".

"Retail business allows me to learn about the customer's needs and experience when working in business. I chose retail business because I am looking to further my business education by going into marketing".

"Retail business allows me to learn about how a shop works and customers needs when working in business, I chose to take retail business because I am looking into doing further business and going into something with business when I leave school".

"Retail business is a good option to take for your GCSEs as it is a good opportunity to learn about the business world. Retail business will help you in the future if you would like to open your own business as you learn about how to start up a business and what you would have to deal with if you had your own business".

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