

Year 10- Miss Bowen – Retail Business

Customer Experience in UK Supermarkets

Task

In this task, you will explore what makes a good customer experience in UK supermarkets and reflect on your own experience.

Instructions:

1. What Makes a Good Customer Experience?

- Think about your recent experience in a supermarket (online or in-store).
- Write a paragraph explaining what you think makes a good customer experience in a supermarket. Consider:
 - The products available.
 - The layout of the store.
 - The customer service (staff or self-checkouts).
 - Prices or discounts.
 - Anything else you noticed that made your experience good or bad.

2. Choose a Supermarket and Research

- Pick a UK supermarket (e.g. Tesco, Sainsbury's, Aldi, Lidl, etc.).
- Write a paragraph explaining how they try to give customers a good experience. You can look at their website or think about any loyalty cards, special offers, or technology (e.g., apps, self-checkouts) they use.

3. Your Ideas to Improve the Experience

- Imagine you are the manager of a supermarket. Write down **two ideas** you would use to improve the customer experience in your store.

Please complete as Teams assignment and hand it in or on a piece of paper and bring it to your next lesson.

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Introduction to Retail Channels

Task

In this task, you will learn about different ways that people can shop, called **retail channels**. You'll explore how stores sell products in different ways and think about how you like to shop.

Instructions:

1. What are Retail Channels?

Definition: A retail channel is the way a store sells products to its customers. There are different ways people can buy things, not just by going into a shop.

- Now write your own definition and give examples of the different types of retail channels.

2. Types of Retail Channels:

- Write down **5 ways** people can shop. Here are some examples to get you started:
 - **In-store:** Shopping by visiting a physical shop like Tesco or Primark.
 - **Online:** Buying items through a website like Amazon.
 - **Mobile App:** Shopping using a store's app, like the ASOS or Tesco app.

3. Your Shopping Preferences:

- Think about how you and your family usually shop. Do you prefer going to a store, shopping online, or using an app?
- Write a short paragraph about which shopping method you prefer and why.

Please complete as Teams assignment and hand it in or on a piece of paper and bring it to your next lesson.
