

WJEC Retail Business					
Learners are introduced 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					
	Autumn 1 Year 10	Spring 1 Year 10	Summer 1 Year 10	Autumn 1 Year 11	Spring 1 Year 11
Content	1.1.1 Types of retail business activity	2.1.1 Importance of customer service to retail businesses	3.1.1 The purposes of visual merchandising	3.2.3 Designing promotional materials for retail businesses	1.1.4 Aims of retail businesses
	1.1.3 Using retail business data in a variety of different formats	2.1.2 Features of good customer service	3.1.2 Types of visual merchandising	3.2.4 Use of technology in promotion	1.1.5 Functional areas of retail businesses
	1.3.3 Interpreting retail business data	2.1.3 Principles of good customer service	3.1.3 Principles of visual merchandising	3.2.5 How marketing activities contribute to aims	1.1.6 The supply chain of retail businesses
	1.1.2 Types of retail ownership	2.1.4 Situations when retail businesses interact with customers	3.1.4 Adapting principles for different retail channels	1.2.1 The competitive and dynamic environment	1.3.1 Using retail business data in a variety of different formats
	1.3.2 using mathematical techniques to calculate retail business data	2.1.5 Online customer services	3.1.5 Adapting principles for different retail types, scale and products	1.2.2 The location of retail businesses	1.3.2 Using mathematical techniques to calculate retail business data
	1.3.4 Making judgements and offering solutions to retail business issues	2.2.1 Types of retail customers	3.1.6 Designing visual merchandising installations	1.2.3 External factors and retail businesses	1.3.3 Interpreting retail business data
	1.3.1 Using retail business data in a variety of different formats	2.2.2 Expectations of different types of retail customers	3.2.1 Identifying and targeting customers	1.2.4 Seasonality and retail businesses	1.3.4 Making judgements and offering solutions to retail business issues
		2.2.3 How retail businesses meet the expectations of different types of customers	3.2.2. The marketing mix		
		2.3.1 Research tools used to gather customer feedback information on retail businesses			
		2.3.2 Good practice in carrying out customer research			
		2.3.3 Presenting research information on retail businesses			
		2.3.4 Using research information on retail businesses to inform decision making			
	Assessment	Assessment through class tasks	Controlled Assessment for Unit 2	Assessment through class tasks	Controlled Assessment for Unit 3
Key terms	Multi -Chanel, Hybrid, Concession, Aims, Objectives, Human Resources, Purchasing, e-commerce, m-commerce, Marketing, sole trader, Partnership, Deed of partnership, Private limited company, Public limited company ,	Customer loyalty, Repeat purchase, Competitive advantage, Interaction, Empathy, Courtesy, Interaction, Mystery shopper, Market research, After sales service Customer loyalty, Secure payments, Multi channel options, Quantitative data, Qualitative data	Visual merchandising, impulse purchases, Mannequins, Point of sale, Story telling, Landscaping, perishables, Target customers, Target marketing, Market segmentation, Mass market, Marketing mix, Cost plus pricing	Digital Advertising, Blogs, Point of sale advertising, Billboards, Sales promotions, Direct marketing, Dynamic market	Warehousing, Logistics, Primary, Secondary, Tertiary sectors, procurement, Inventory