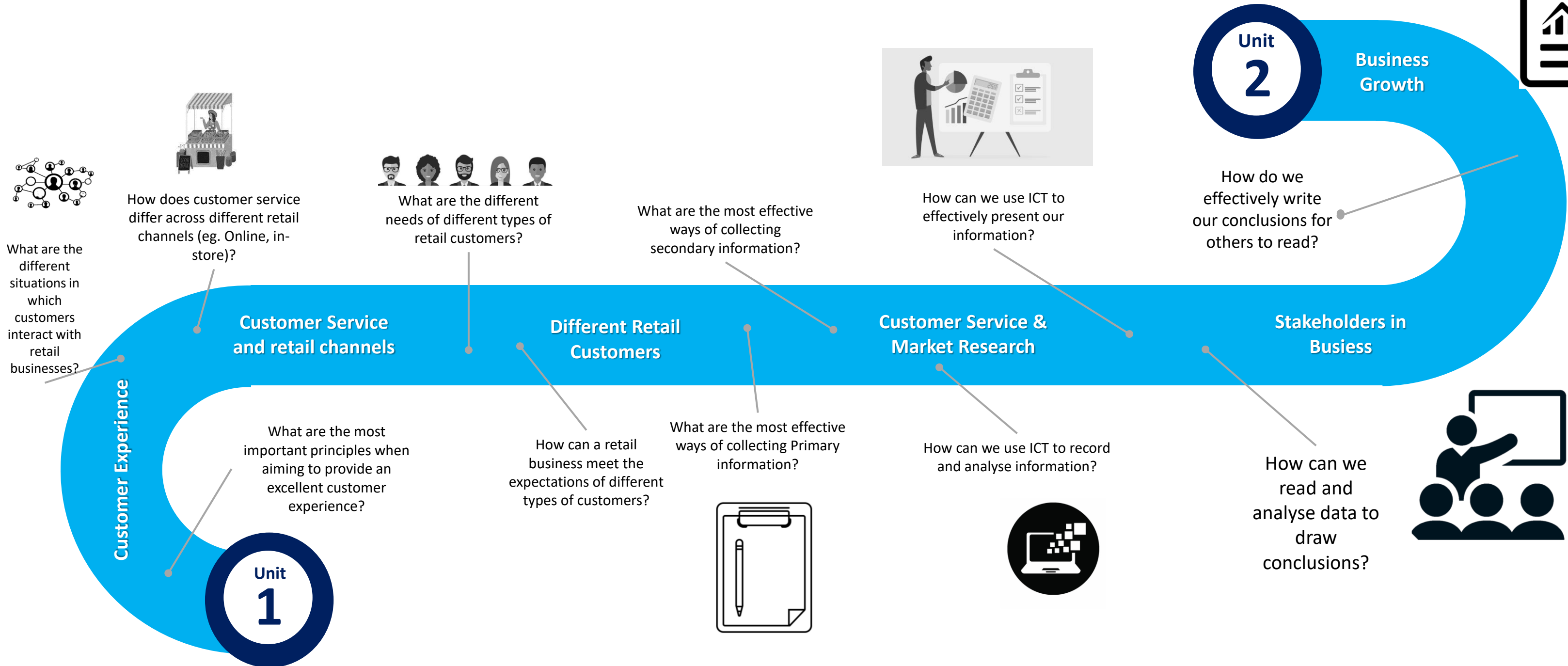


Unit 1: Customer Experience



WJEC Retail Business Level 1/2 Award

Throughout your studies in Years 10 you will be working toward your WJEC Retail Business Level 1/2 Award. This follows the WJEC Retail Business specification that can be found in your course handbook or on their website. In this first unit you will explore: the main principles of good customer service; the different situations businesses interact with customers, how businesses interact differently with customers in different situations; the different types of customers; how businesses can meet the needs of different customers; the meaning of market research; how to conduct primary and secondary market research; how ICT can be used to present data and how to draw conclusions on research data.



Keeping a track of your progress: Your teacher will be assessing your progress informally every lesson and with marked work every 6 hours to check your understanding of the information needed to write your coursework. In addition, you will be creating work for a portfolio or coursework that will determine your final grade for the unit.

Minimum Grade

Coursework Final Grade

BBC Bitesize



Tutor2u



Revision Guide



	<u>Word</u>	<u>Meaning</u>
Essential	Revenue	This is the money received by a business in return for selling a product. A high revenue means lots of money has been taken.
	Profit	This is the amount of money leftover for a business to use when costs have been taken away from revenue.
	Objectives	These are aims and goals a business wants to achieve. Such as increasing profits, surviving, growing or launching a new product.
	Competitor	This is a rival to a business. For example, Pepsi would be a rival to Coke and Adidas a rival to Nike.
	Market Share	This is the percentage of sales a business makes as a proportion of sales in the whole market.
Intermediate	Dividends	This is when the profits for a year are divided up and shared out to shareholders/owners of the business. The payment(s) received are called dividends.
	Diversification	This is where a business decides to launch a new product in a new market that it's never made or sold before.
	Employee retention	This is a term for keeping your best employees. Having a high employee retention means people stay at your business.
	Cash flow	This is the amount of cash a business has at a certain time to use. Positive cash flow would show a business has enough cash to pay its bills, negative cash flow would show it couldn't pay its bills. It is different to profit.
Advanced	Productivity (of employees or machines)	This means how good people or machines are at turning inputs, such as raw materials and ingredients, into outputs, such as finished products. A high productivity means workers and/or machines are able to make lots of products in a relatively short period of time.
	Return on Investment (ROI)	This is the revenue/profit a business receives once they've invested money into a project or idea. A high return on investment means their investment led to a high revenue/profit in return.
	Externality (positive or negative)	This is a term for an unintended consequence to your actions. For example, you could open a new shop and a positive externality would be more jobs for the local area but a negative externality would be more pollution on the roads.

Relevant businesses you could consider during this unit

Local	National
House of Wingz	TikTok
Stans Superstore	Influencers/Youtubers
Liar Liar Coffee Shop	Sony Playstation
Market stalls	Coca-Cola
Hair salonss/Barbers	John Lewis

Command Word	Meaning/what to do?
Identify	Just make a statement – one word/one sentence.
State	Just make a statement – one word/one sentence.
Explain	Explain the meaning of something whilst linking it to the case study.
Calculate	Using your calculator and the right formula, dot he maths!
Complete	Fill in a mathematical table or graph.
Analyse	Explain in full the impact of a point/idea.
Discuss	Give two sides to an answer/two ideas and a conclusion about which is best.
Evaluate	
Recommend	



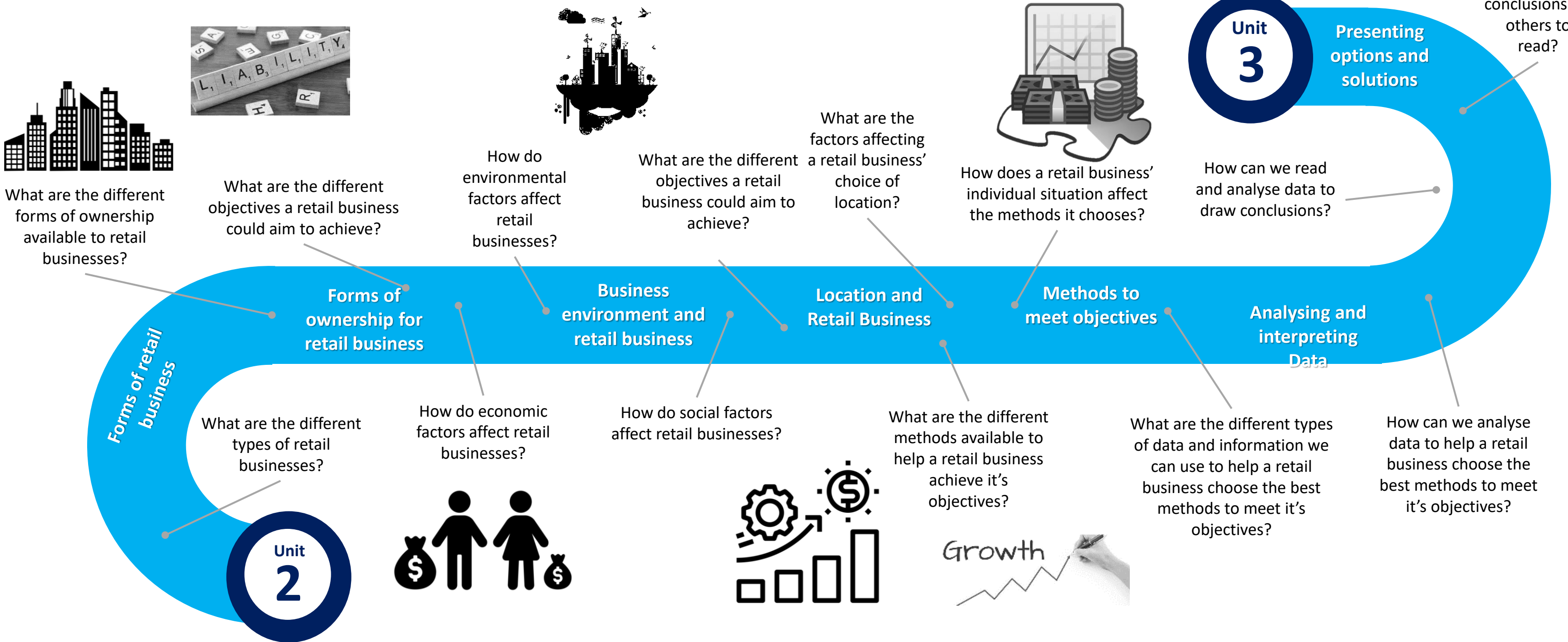
Unit 2: Retail Business

WJEC Retail Business Level 1/2 Award

Throughout your studies in Years 10 you will be working toward your WJEC Retail Business Level 1/2 Award.. This follows the WJEC Retail Business specification that can be found in your course handbook or on their website.

In this second unit you will explore: the different forms of retail businesses; the different ownership structures available to retail businesses; the different objectives of retail businesses; the impact of the economic, physical/natural environment and social change on retail businesses; how location impacts retail businesses; the strategies a retail business can use to meet its objectives; how data can be used to support decision and how different situations can lead to different strategies for retail businesses.

How do we effectively write our conclusions for others to read?



Keeping a track of your progress: Your teacher will be assessing your progress informally every lesson. In addition, you will have at least one piece of work 'deep marked' (with written feedback) every half term, and you will be given time in the lesson to respond to the feedback in order to make further progress. Record your assessments here:

Minimum Grade	Mid-Unit Test Score	End-Of-Unit Test Score
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BBC Bitesize 	Tutor2u 	Revision Guide
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	Employee retention	This is a term for keeping your best employees. Having a high employee retention means people stay at your business.
	Cash flow	This is the amount of cash a business has at a certain time to use. Positive cash flow would show a business has enough cash to pay its bills, negative cash flow would show it couldn't pay its bills. It is different to profit.
Advanced	Productivity (of employees or machines)	This means how good people or machines are at turning inputs, such as raw materials and ingredients, into outputs, such as finished products. A high productivity means workers and/or machines are able to make lots of products in a relatively short period of time.
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Relevant businesses you could consider during this unit

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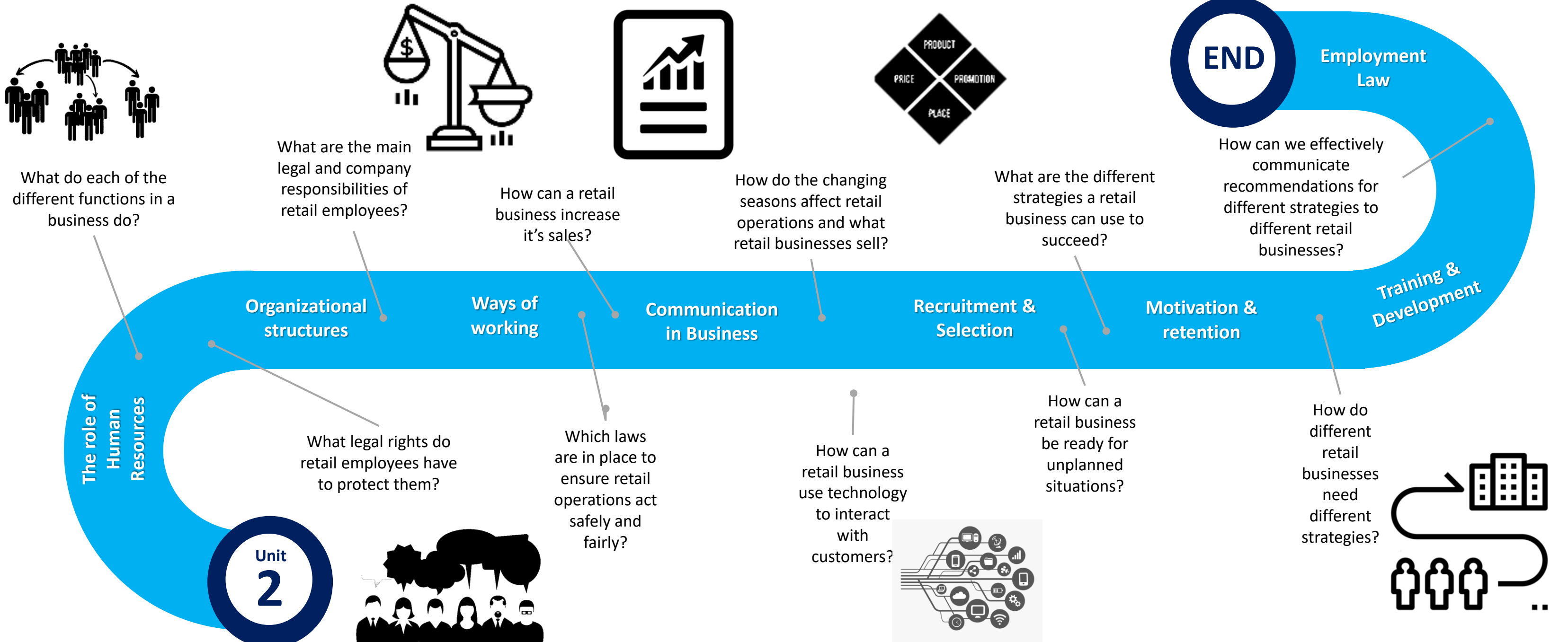


Unit 3: Retail Operations

WJEC Retail Business Level 1/2 Award

Throughout your studies in Years 10 you will be working toward your WJEC Retail Business Level 1/2 Award.. This follows the WJEC Retail Business specification that can be found in your course handbook or on their website.

In this third unit you will explore: the main principles of good customer service; the different situations businesses interact with customers, how businesses interact differently with customers in different situations; the different types of customers; how businesses can meet the needs of different customers; the meaning of market research; how to conduct primary and secondary market research; how ICT can be used to present data and how to draw conclusions on research data.



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Minimum Grade

Coursework Final Grade

BBC Bitesize

Tutor2u

Revision Guide

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