Unit 1: Customer Experience

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.

WJEC Retail **Business** Level 1/2 Award



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.





BBC Bitesize

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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 re- taken.
	Profit	This is the amount of money leftover for a business to use when costs have been
	Objectives	These are aims and goals a business wants to achieve. Such as increasing profits, product.
	Competitor	This is a rival to a business. For example, Pepsi would be a rival to Coke and Adid
	Market Share	This is the percentage of sales a business makes as a proportion of sales in the wh
	Dividends	This is when the profits for a year are divided up and shared out to shareholders/ received are called dividends.
Intermediate	Diversification	This is where a business decides to launch a new product in a new market that it
nterm	Employee retention	This is a term for keeping your best employees. Having a high employee retentio
	Cash flow	This is the amount of cash a business has at a certain time to use. Positive cash flo cash to pay its bills, negative cash flow would show it couldn't pay its bills. It is dif
	Productivity (of	This means how good people or machines are at turning inputs, such as raw ma
	employees or	as finished products. A high productivity means workers and/or machines are ab
ced	machines)	short period of time.
Advanced	Return on	This is the revenue/profit a business receives once they'v invested money into a p
	Investment (ROI)	investment means their investment led to a high revenue/profit in return.
	Externality (positive	This is a term for an unintended consequence to your actions. For example, you
	or negative)	externality would be more jobs for the local area but a negative externality would

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/v
Identify	Just make
State	Just make
Explain	Explain the it to the ca
Calculate	Using your he maths!
Complete	Fill in a ma
Analyse	Explain in f
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Unit 2: Retail Business

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.

WJEC Retail Business Level 1/2 Award



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:





Unit Presenting 3 options and solutions

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

How can we read and analyse data to draw conclusions?

> **Analysing and** interpreting Data

What are the different types of data and information we can use to help a retail business choose the best methods to meet it's objectives?

How can we analyse data to help a retail business choose the best methods to meet it's objectives?

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Unit 3: Retail Operations

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. WJEC Retail In this third unit you will explore: the main principles of good customer service; the different situations businesses interact with **Business** customers, how businesses interact differently with customers in different situations; the different types of customers; how businesses Level 1/2 Award 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. **END** Employment Law How can we effectively What are the main communicate legal and company What are the different What do each of the How do the changing recommendations for responsibilities of How can a retail different functions in a strategies a retail seasons affect retail different strategies to retail employees? business increase business can use to business do? operations and what different retail it's sales? succeed? retail businesses sell? businesses? Ways of Organizational **Recruitment & Motivation &** Communication working structures Selection retention in Business Human Resources How can a The role of How do retail business different Which laws What legal rights do be ready for How can a retail are in place to retail employees have unplanned retail business businesses ensure retail to protect them? situations? use technology need operations act to interact different safely and with strategies? fairly? customers?

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