

Retail



SKILLS

Flashcards

Flashcards

Flashcards are proven as an effective method in assisting learning and ensuring it is taking place.

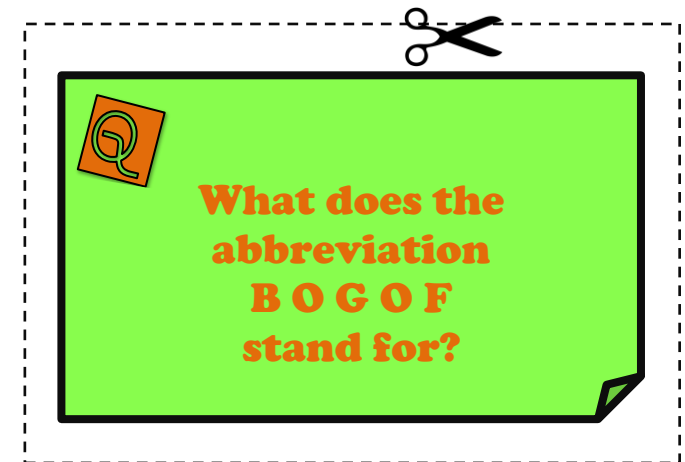
They embrace a wonderful mental process called 'Active Recall'.

Flashcards can be used to actively recall information in various ways such as:

- Recapping knowledge – As a starter activity related to the previous lesson.
- Refreshing knowledge - Incorporating them randomly in any lesson.
- Revising for exams - Confirming the knowledge required for assessment.
- Embedding both Maths & English.
- Embracing Equal Opportunities & Diversity.
- Creating new knowledge – The possibilities are endless.

These Flashcards are based around Retail and accompany the GraingeEd Retail Skills Workbook Series available on TES, however can be used just as effectively as a standalone resource.

Printed on card (preferably) double sided and cut out and they can then be used in any way that best compliments your own teaching style.





**Name 4 different
retail
organisations?**



**Unravel the letters to
unscramble a type or retail
outlet.**

M A S E K P R U E T R



**Retailing has changed
drastically over the last 15-20
years!**

**What has been the main cause of
this?**



**Other than online trading
and shop sales which
other selling process takes
place within retail?**



**The role and purpose
of the internet and
the introduction of
online shopping.**



**Telephone, Door to
door, Catalogues and
mail order**



Any of the following

**Travel Agents Toy Shops
Jewellers Clothing outlets
Pet Stores DIY Stores
Charity Shop Petrol Stations
Supermarkets Mobile Phone Shops
Hairdressers Discount Stores**

And many, many more.



SUPERMARKET



What are Bricks and Mortar Retailers?

- a) They operate out of a physical building
- b) They are Builders merchants
- c) They are online traders



Give two different meaning for the word 'Promotion which both relate to the Retail industry



When serving a customer, it is more important to be polite than to look smart and well presented?

TRUE /FALSE



Name 5 different jobs roles with a typical 'High Street' clothes shop?



FALSE

Both are massively important when making that first impression.



Any of the following

Cashier

Cleaner

Team Leader

Merchandiser

Security

Store Manager

Stock Controller

Buyer

Sales assistant

Administration

Display coordinator

And many more.



a)

They operate out of a physical building



1st example could be an employer starting as sales assistant and then moving up into a supervisor role.

The 2nd is a marketing strategy where certain items are sold at a discounted price to to entice customers to purchase.



A count to check the quantity and condition of items held on the shop floor and warehouse is called a

----- Take



The date placed on consumable products to show customers when it may begin to lose its flavour and texture is

- a) Sell by date**
- b) Best before**



Spell the word

MERCHANDISING



What is the name of the form of payment that requires customers to tap in a code when using their debit or credit card?



**MERCHAND
ISING**



Chip & Pin



Stock



Best Before



What is the difference between a 'debit' and 'credit' card?



What is the procedure if you are serving a customer who has had their credit card declined?



Can you remember at least 3 other ways a customer can pay for goods or services?



What should you be checking for to ensure a banknote is not a fake?



Store Card
Vouchers
Gift card
Cash
PayPal
Cheque



- 1) The general feel of the note**
- 2) It has a Metallic Strip**
- 3) The print is clear**
- 4) The queens head is present (watermark)**
- 5) The Holographic Strip**



Debit card purchases deduct money from your money you have in your bank.

Credit cards run up an amount of money that you will owe in the future and have to pay back at a later date.



- a) Stay Calm**
- b) Inform the customer.**
- c) Give them back their card.**
- d) Suggest contacting their bank**
- e) Ask for alternative form of payment**
- f) Contact supervisor if you feel intimidated**



Your till is broken and you do not have a calculator to hand!

How much change is due if a customer pays with a £10 note and the item total is £4.65?



Your till is broken and you do not have a calculator to hand!

How much change is due if a customer pays with a £20 note and the item total is £16.95?



Your till is broken and you do not have a calculator to hand!

How much discount should you apply if the item is £12 but the sale sticker says %10 off?



What is Market Share?

- a) The size of the business compared to other similar companies.
- b) The portion of a market controlled by a particular company.
- c) The area of land used by a company's outlet stores.



£1.20 Discount

£10.80 Total



£3.50

**Total to still
pay**



£5.35

Change Due



£3.05

Change Due



Who are 'Human Resources' and what do they do?



What is the term 'E-tailing' short for?



'E-tailing' has had a terribly negative effect on the retailing industry

TRUE /FALSE



Your till is broken and you do not have a calculator to hand!

You credit a customer £5.99 for a faulty item, she purchases a replacement for £9.49. Her final total is?



FALSE

It has just has changed the way in which consumers purchase goods and services.



b) The portion of a market controlled by a particular company.



They manage the following areas....

- **Training and Development**
 - **Employee Relations**
 - **Health & Safety**
 - **Recruitment**



Electronic Retailing



What percentage of buying decisions are made in store?

- a) 20%**
- b) 50%**
- c) 70%**



What themes do many retail stores take on to decorate their window displays each year?



Give 4 examples of equipment you may use when moving goods in a retail environment?



Which part of the body is most at risk from not following manual handling guidelines?



Trolley
Sack Barrow
Roll Cage
Pallet Truck
Forklift (if trained)



The Back



**Research shows that a
staggering 70% of
buying decisions are
made in store.**



Any of the following

Christmas
Easter
Guy Fawkes

Halloween
Shrove Tuesday
Valentines

**Sporting Events such as The World
Cup, Wimbledon, The Olympics etc.**

and many more.



Why are sweets and chocolate often found around the till area in a Supermarket?



What does the term Product placement mean?



What is the ideal height, in relation to your body, to carry a load?

- a) Knee Height
- b) Above your head
- c) Eye Level
- d) Same height as the waist



Which of the Following are not Manual handling activities

- a) Pushing
- b) Lifting
- c) Jumping
- d) Carrying



d) Same height as the waist



c) Jumping



These are classed as 'impulse buys' and tempting even though you initially did not intend on purchasing them.



Placing associated items together, such as coffee and tea, eggs and flour, sandwiches and newspapers help to maximise sales and promote 'Impulse Buys'



Why is a delivery note so important when receiving goods from a supplier?

- a) Show goods ordered but not delivered
- b) To see purchasing history with suppliers
- c) To be able to list goods that have been delivered
- d) All of the above



Give three reasons for ensuring a stockroom area is kept clean & tidy.



What could happen if too little stock is ordered?



What could happen if too much stock is ordered?



- **Loss of potential sales**
- **Customers may shop elsewhere**
- **Empty shelves/Shop floor**
- **Creates a bad reputation**



- **Goods can perish or become obsolete**
- **Money is tied up in stock**
- **Overcrowded warehouse and storage costs**



d) All of the above



- 1. Stock can be found easily**
- 2. Perishable stock will not go out of date**
- 3. Ailes are kept clear for health and safety**
- 4. Stock will become damaged**



A stock Take has highlighted the following discrepancies.

The estimated quantity of Mars Bars was 732 however the count revealed only 695.

What is the variance?



A stock Take has highlighted the following discrepancies.

The estimated quantity of Nike Air Max Men's size 9 was 23 however the count revealed only 25.

What could be the reason for this?



A stock Take has highlighted the following discrepancies.

The estimated quantity of Heinz Baked Beans was 1089 however the count revealed only 1167

What is the variance?



A stock Take has highlighted the following discrepancies.

**The estimated quantity of Berry Yoghurts was 16 cases of 12 pots
The actual quantity of pots counted was 192**

What is the variance?



PLUS – 78
Can of Beans



This is correct
 $16 \times 12 = 192$



MINUS – 37
Mars Bars



**They could have been put in
to the wrong size box when
Being scanned at the till.**

**Other suitable answers can be
accepted**



**Unscramble the word below
to reveal another name for a
'customer'**

S O N R U C M E



**Give as many examples
of different 'Customer
Profiles' as you can!**



**Give 3 examples of good
customer service using**

**Non verbal
communication**



**Give 3 examples of good
customer service using**

**Verbal
Communication**



Eye Contact
Firm Handshake
Listening
Smiling
Good Posture



Speaking Clearly
Not Using Slang
Good Tone of Voice
Do not interrupt
Use open Questions



CONSUMER



Bargain Hunters
Online Shoppers
Students
Unemployed
Parents
DIY Enthusiasts
Sports Men & Woman

and many more.