



RETAIL SKILLS

Series 2

Retail Skills

Window Displays

Most retail stores will display their new items near the front doors or in the window. Why do you think this is so important? What positive benefits could this have for the shop? Discuss this as a group and record your thoughts below.

I.e. Increase foot flow, promotion of new products etc.

Research shows that a staggering 70% of buying decisions are made in store. (www.wpp.com)

Window displays play a vital part in this statistic, how?

Throughout the year there are many times when a display could take on a particular theme. See if you can name 6 others.



1.

2.

3.



4.



5.

6.

Retail Skills

Visual Merchandising

Another term used when creating a window display is 'Visual Merchandising'

Retail chains and supermarkets will often have standardised displays and each store may have set planograms and guidelines to follow. This results in the layout and product positioning in, for example, the Norwich 'New look' mirroring the 'New Look' in, let's say, Aberdeen.

Other smaller independent shops will use the stock available to create a display and can be as creative as they like.

The following site gives 18 top tips to remember when putting a retail display of any kind together, such as placing of products, colour coordination, labelling, effective use of space etc. Print these off as you will need them for the next task.

<http://www.retaildoc.com/blog/how-to-visually-merchandise-and-create-killer-retail-windows>

Scenario



It is October the 28th. You work for a small local independent clothes shop. Your manager is on holiday and has sent you an email asking you to create a window display.

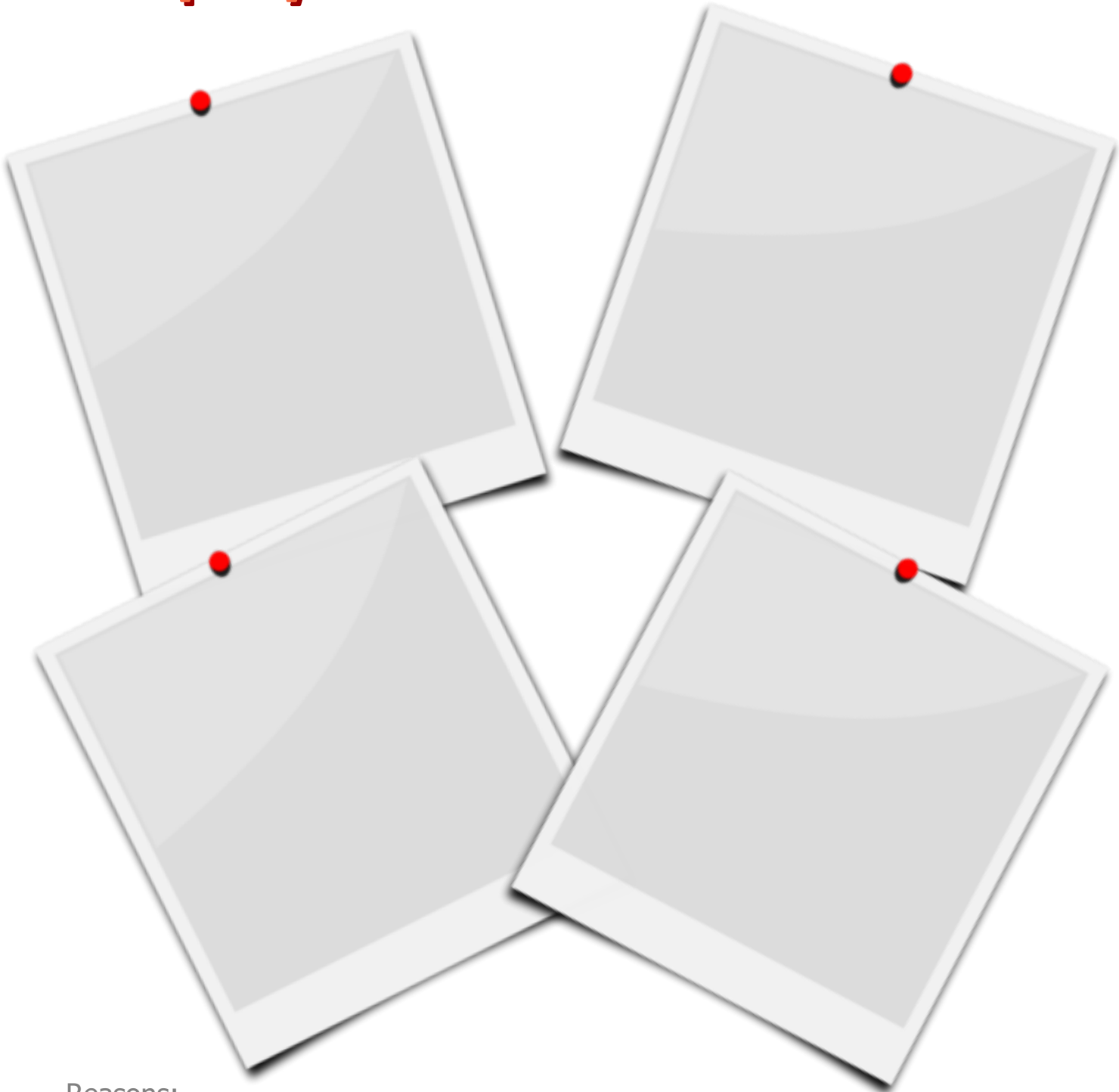
This is the first time you have been asked to create a display and know how important it is this time of year. You decide to trawl the internet for inspiration.

Using the internet you need to find 4 images of existing window displays that you feel would motivate you to create a dazzling eye catching display.

You need to consider the advice from the website you visited earlier, print and attach the pictures to the next page and give reasons for your choices.

Retail Skills

Displays Task Cont.



Reasons:

Retail Skills

Shop Floor & Sales Areas

You are required to undertake some online research on the benefits of keeping the shop floor and sales areas attractive, clean and tidy. Place these in a top ten format below.

To evidence the validity of your research, write down the websites you used to compile your top ten. Alternatively you could screen print the web pages and attach them to this worksheet.

--

Retail Skills

Manual Handling

What is manual handling? This definition according to 'Manual Handling Operations Regulations' pretty much sums it up!

Manual handling is transporting, supporting, lifting, putting down, pushing, pulling, carrying or moving thereof by hand or by bodily force'.

Below is a diagram showing an appropriate handling technique to remember when lifting. Explain what is happening in each of the four stages.



Retail Skills

Manual Handling

Visit the following website, read and discuss some of the other of the basic principles and guidelines to safe manual handling.

www.hse.gov.uk/toolbox/manual.htm

Answer the following questions **true** or **false**.

Always keep the load close to the chest. T/F

At the start of the lift, slightly bend the back T/F

Shoulders should be kept level and always face the same direction as the hips T/F

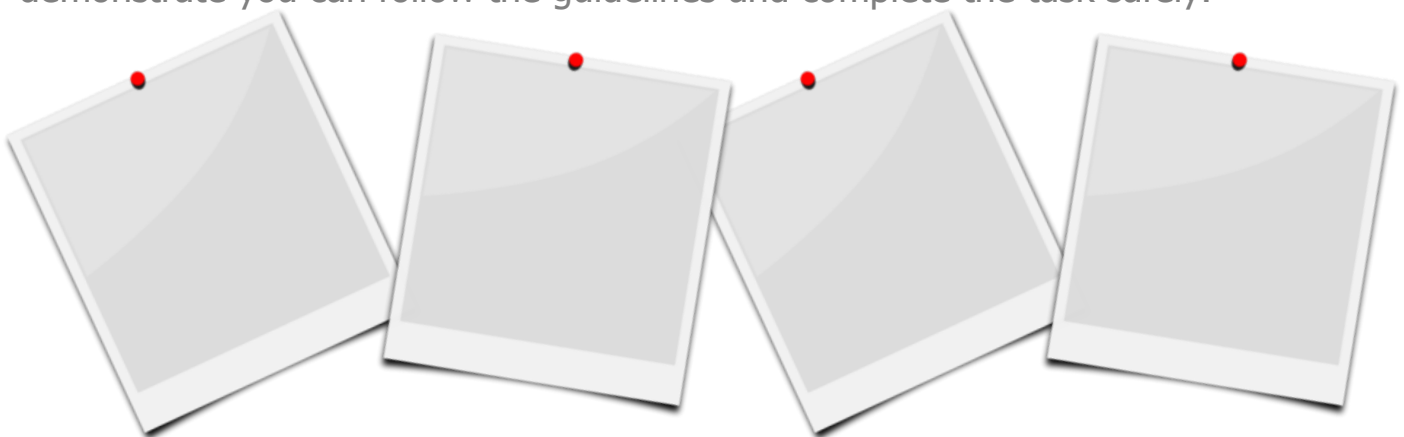
For a long lift, plan to rest the load midway however never change your grip. T/F

Clear your route and any obstacles in your way before you start. T/F

Look directly ahead, once the load has been held securely T/F

Finally you are required to take part in a practical activity that involves lifting a box from one end of the classroom to the other.

Photos will be taken and attached below at various stages of the exercise to demonstrate you can follow the guidelines and complete the task safely.



Retail Skills

Lifting Equipment

When an item is too heavy to lift manually, you may need to utilise one of the following pieces of equipment. Find the name for each; explain their purpose and where they would usually be found.



Do you need a licence any specific training to operate any of the above?

Retail Skills

Deliveries

Another important area within all retail operations involves taking delivery of new stock.

It is vital that there is an accurate record of all goods received. This information will be found on a delivery record/note and can be then used to ensure all that all stock ordered has been checked off with items that were actually delivered.

The following definition of a 'delivery note' is incomplete; as a group use the words provided to fill in the gaps.

A _____ accompanying a _____ of **goods** that
 lists the _____, and _____ of the
 goods _____.

A _____ of the delivery note, signed by the _____
 or _____, is returned to the _____ or _____
 as a _____

~~goods~~, delivery, document, of,
 shipment, proof, description,
 quantity, delivered, buyer, receiver,
 seller, Sender, copy

Retail Skills

Stock Management

How frustrating is it when something you really want to buy is out of stock?

Modern retailing is all about offering the customer as wide a choice as possible. If you haven't got exactly what they want, they will get it somewhere else. .

Give an example of when you have shopped somewhere else due to an out of stock item. You need to write a minimum of 50 words

Keeping stock at the right level is absolutely vital in ensuring that customers can find what they want and in maximising the chance of them returning to purchase in the future. Try to identify below some of the factors that must be considered before ordering a certain amount of stock.

Shelf Life



Storage space



Retail Skills

Stock Checks

If product levels are not checked regularly then unnecessary goods could be ordered causing unhealthy stockpiles. However stocks must also not be allowed to run out as this could then generate big losses in potential sales.



Larger retail stores use computerised systems to manage stock. The bar codes found on products are scanned at the point of purchase; the system then logs this transaction and often automatically orders a replacement. This process allows stock to stay at an appropriate level.

Manual stock-taking still takes place in smaller businesses and involves counting all products on the shop floor and on the premises.

You are asked to perform a stock check for your department. Counting of stock has finished. Try to complete the table below.

Code	Description	Estimated Quantity	Actual Quantity	Variance
DP564	JS Brown Rice 1kg	4	9	+4
GH539	Rob Black Squash	25	32	
TH876	JS Sugar 1kg		49	+21
UJ672	PG Tips 250g	18	18	
YH894	Kellogg's Frosties	48	32	
OL978	Kenco Coffee 250g	34		-9
ED392	JS Chopped Toms	22	13	
BN750	Heinz Baked Beans	25	24	
NM728	JS Spaghetti 200g	31		-12
BBD35	4 Pack of Mars		160	+48
HW241	Ipad Leather Cases	12		-13
YU109	Photo Paper 8 Pack	48	48	
HA740	Multi Vitamins	259	179	
5HK20	Nappies Bumper Pack		62	+22

Retail Skills

Product Placement

Goods do not sell in the stock room!

It is a fundamental rule that to maximise sales of goods, merchandise needs to be on the shop floor and not sitting in a box in the warehouse. Shelves need to be filled and products need to be strategically displayed so that customers can locate them easily.

Below are products you would see in a typical supermarket. On the next page you have six areas where these products could be placed.

Cut out the picture and paste them on the area you think would be most suitable and ultimately maximise that products sales.



Retail Skills

Product Placement Task



Shop Entrance

Wines and Spirits

Next to the Till

Toys and Games

End of the Aisle

Technology

Retail Skills

Recap

- 1. Name three different themes that a shop window display could use throughout the year to promote sales?**
- 2. What is a popular term used for 'creating window displays'?**
- 3. Give one reason for ensuring a display area is *clean* and another for keeping it *tidy*.**
- 4. In your own words define what is meant by 'Manual Handling'?**
- 5. If an item is too heavy to lift on your own, name two alternative ways it could be transported.**
- 6. Why is a delivery note so important when receiving goods from a supplier?**
- 7. What could happen if too little stock is ordered?**
- 8. What could happen if too much stock is ordered?**
- 9. Why are newspaper and sandwiches normally near the front entrance of a typical supermarket?**

