

ACTION BASED ACTIVITIES

TOPIC VN16 RETAIL

THEME: EDUCATION & TRAINING



APPLICATION OF NUMBER

LEVELS 1 & 2

ISSUED SEPTEMBER 2006

INSTRUCTIONS

WHAT DO I DO?

Use this Theme Template to help you:

- plan an Action-based Activity on the theme of Education and Training
- carry out an investigation into the subject
- produce evidence needed for your portfolio

NOTE: Use this booklet WITH your Learner's Planner & Guide.

WHAT IS ASSESSED?

Education and Training is one of six themes you can choose for your Action-based Activity/portfolio work.

APPLICATION OF NUMBER

TOPIC VN16 RETAIL

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If you are planning to start a project it is vital that you create a plan. This Template will take you step by step from getting started, to writing and checking your final pieces of work. Each step follows Part Two of your *Learner's Planner & Guide*, so read it alongside this Theme Template.



It's a good idea to follow this advice.



You must do this to get the qualification.



**STEP
A**



CHOOSING A TOPIC

One of the best ways to start thinking about a subject is to *mindmap*. You can find how to do this on Page 5 of the *Learner's Planner & Guide*.

TASK 1

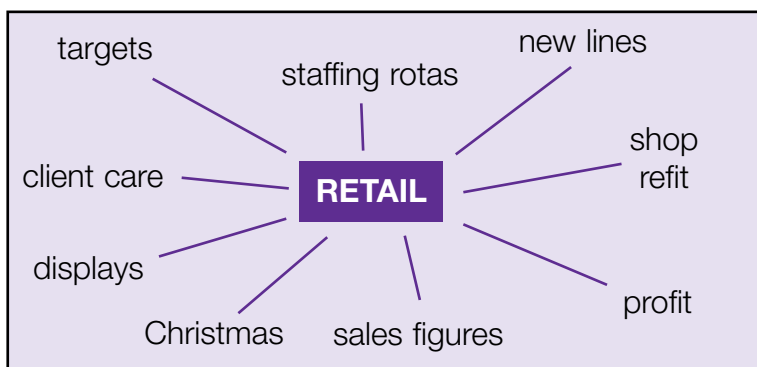
Allow about
20 minutes

On your own, or with a colleague, think about and talk about "Retail" and aspects of it you might like to study.

Work together to make a **mindmap** of the subject. You may want to think about:

- which are the most profitable lines?
- shop layout – could I maximize sales by changing the layout?
- where can I buy the right stock at the right price?
- how satisfied are my customers?
- what can I do to promote the retail outlet?

PORTFOLIO EVIDENCE – You could copy and add to the unfinished example below. This could then go into your portfolio as evidence that you have thought about your chosen subject.





Continued

TASK 2
Allow about 15 minutes

When you have made your mindmap, focus in on one or two ideas that:

- interest you
- will be easy to research and get information about (talk to your tutor if you are unsure)

Write these ideas down and then try to turn them into **QUESTIONS**. This will help when you write up your conclusions later. The examples in the box may help you do this.



Topic : Retail	
Original Idea	Question
Sales promotion	How can I promote sales of seasonal merchandise?
Refitting the retail outlet	What is a suitable layout and cost of refitting the shop?
Customer satisfaction	How satisfied are my customers?

TASK 3
Allow about 10 minutes

In your portfolio, write down your chosen title/ question.

Check with your tutor that it is okay. Remember, you can always change it later if necessary.

TASK 4
Allow about 30 minutes

PLAN – It's a good idea next to draw up a plan of action. Make a table and on it write down what you intend to do and when you will do it by. Highlight key dates and deadlines (e.g. when you are carrying out a survey or presenting your findings).



**STEP
B**



CHOOSING & INTERPRETING INFORMATION

Interpreting information from suitable sources is an essential part of the qualification and you must be able to show that you have collected, read and extracted information from **DIFFERENT** sources.

There are lots of ways of finding information on retail such as:

- books and other resources in the library
- magazines and newspapers
- using the Internet
- talking and interviewing people
- television and radio programmes

TASK 5

Allow about
2-3 hours

Look for suitable documents to read. Remember:

- at **both Levels 1 and 2** you must use **TWO** different sources of information
- overall **at Level 1** at least one source must include a table, chart, graph or diagram
- **at Level 2** at least one source must include material containing a chart or a graph

You will need to make careful notes as you work. Put these in your portfolio (see also Pages 8 and 9 in the *Learner's Planner & Guide*)



Topic: "Promoting sales of seasonal lines"

Book: *Think of customers*
Author: *J Stanley*

Other sources:

- sales information for proposed lines from store
- pricelists
- plan of store
- data from trade journals and internet
- conversion graphs



ASSESSMENT Your tutor will assess that:

- you have chosen the information you need
- you have obtained the information needed
- you have identified the best methods to get the results you need

Remember to label sources clearly.



CARRY OUT AND CHECK CALCULATIONS

Carrying out and checking calculations is an essential part of the qualification. At each level you are required to carry out calculations to do with:

	Level 1	Level 2
a. amounts/sizes	✓	✓
b. scales/proportion	✓	✓
c. handling statistics	✓	✓
d. using formulae		✓

It may be difficult to cover all the required calculations for this topic (See *Learner's Planner & Guide*, Page 10).

TASK 6

Allow about 1 hour

Carry out calculations. You will need to:

- pick out the data/information you think will be useful
- decide on the calculations you need to find the results you want
- show calculation methods clearly
- check calculations and correct any errors

At Level 2 calculations must involve two or more steps.

Talk this over with your tutor if you are at all unsure.

A few ideas are given overleaf.

**CARRYING OUT AND CHECKING CALCULATIONS****Examples – Carrying out and checking calculations****At Level 1:**

- you must carry out calculations using data from a secondary source such as text books and trade journals containing tables, charts, diagrams or line graphs
- you might use information collected first hand as the basis of calculations (eg current sales)
 - a. costs, areas
 - b. scale calculations for diagrams
 - c. range or average calculations

At Level 2:

- you must carry out calculations using data from a secondary source such as text books and trade journals containing charts or line graphs
- you might use information collected first hand as the basis of calculations (eg current sales)
- your calculations will be more complex, perhaps comparing two sets of sales data from different stores or after promotions
 - a. costs, areas, % costs
 - b. scale calculations for diagrams
 - c. average calculations
 - d. include formula for mean or areas

**ASSESSMENT** Your tutor will assess:

- how well you carried out your calculations (including your working)
- that you checked your methods
- that you spotted and corrected any errors
- that your results make sense

STEP
D



TASK 7

Allow about
3 hours

INTERPRETING RESULTS & PRESENTING FINDINGS

Having collected, sorted, extracted data and carried out calculations based on them, you are now ready to interpret your findings.

1. Go through all the information you have collected and sort it out carefully. Keep only relevant information and make sure EVERYTHING is properly labelled.
2. Now sift through again and, on notepaper, write down your main findings and conclusions. Remember, your first question (Task 2)? Can you now answer your question?
3. How do the results of your calculations relate to the purpose of the Action-based Activity? (See Learner's Planner and Guide Page 12)
4. Think how you will present your findings.

Remember:

- at Level 1 you have to present your findings in **two** different ways using charts or diagrams
- at Level 2 you need to present your findings in **two** different ways using graphs, charts or diagrams
- comment on your graph, chart or diagram

TASK 8

Allow about
3 hours



At this stage you will be required to present your findings to a tutor or supervisor. Before you hand your work in, check that:

- you have covered all requirements intended
- each section has suitable headings/labelling
- diagrams, charts, maps etc are properly labelled
- pages are numbered
- there is a contents page

N.B. There is a checklist on Page 14 of the Learner's Planner and Guide



It is a good idea to produce a draft plan/outline of what you will include in your final presentation. An example is given on the next page.

STEP
D



INTERPRETING RESULTS & PRESENTING FINDINGS *continued*

EXAMPLE OF A DRAFT PRESENTATION PLAN

Topic: Promoting sales of seasonal lines

1. I will present my work as a **short report** (computer typed and to include graphs, tables etc) with the sections below.
2. **Introduction** – will include what I wanted to find out and why it interests me.
3. **Method** – a short section saying how I set about collecting data/information e.g. interviewed customers or contrasting sales before and after a promotion.
4. **Calculations and Interpretation** – I will include how I extracted information from the data collected; how I worked out averages; analysis of results of interviews with people.
5. **Presentation** – I will use written information and diagrams – mainly graphs and charts.
6. **Appendices** – to include some data from the Internet, copy of questionnaire used to interview people.

I must remember to number pages and add a Contents page.



ASSESSMENT Your tutor will assess your work as follows:

At Level 1 you will be assessed on:

- how you have interpreted the results of calculations
- suitable choice of chart or diagram with appropriate labels and correct use of units
- how you have explained what the chart or diagrams show

Additionally **at Level 2** you will be expected to:

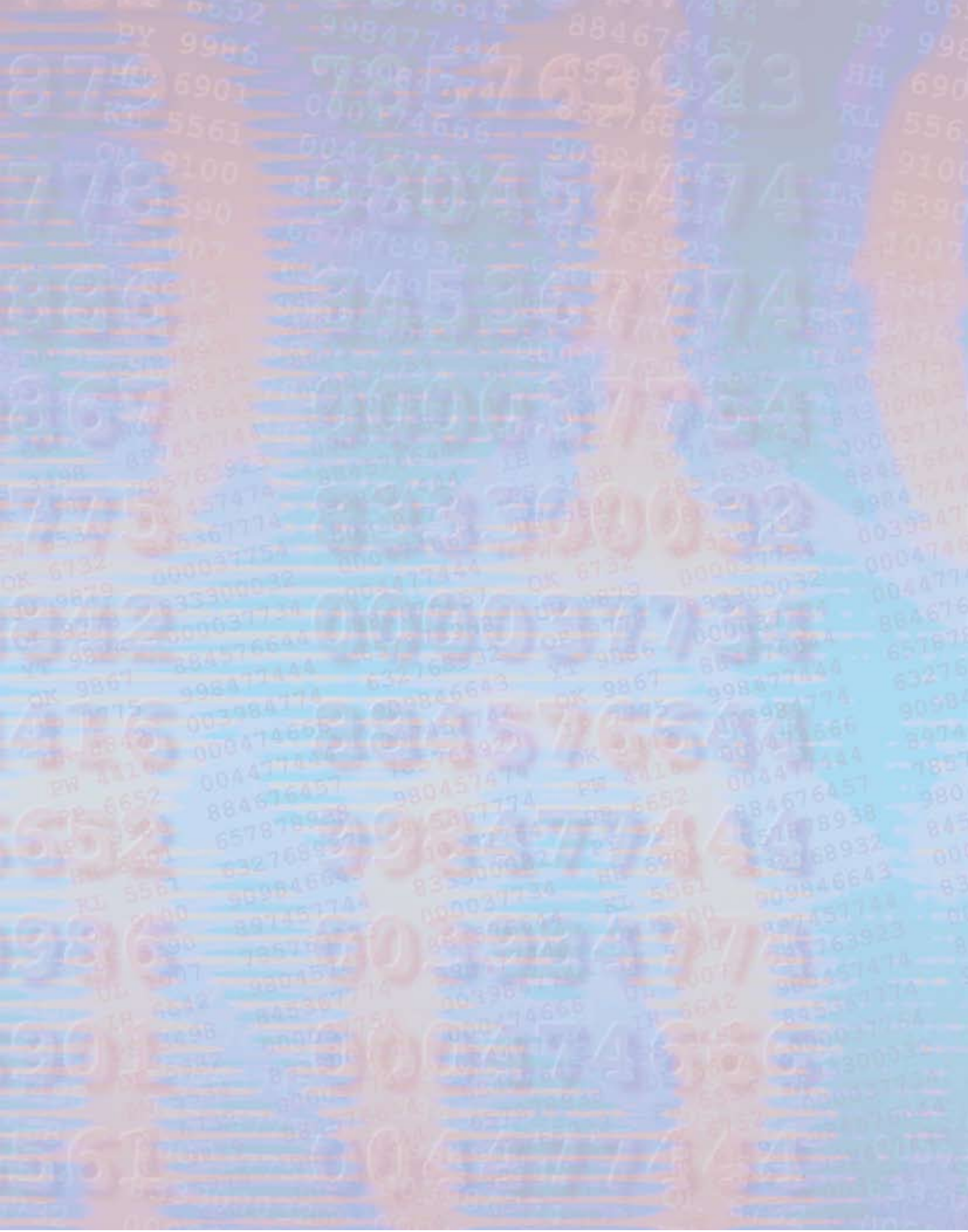
- describe the methods you have used
- explain the results of calculations in terms of how they meet the purpose of your chosen Activity



**RETAIL
MORE ACTION BASED ACTIVITY IDEAS**

CHECK WITH YOUR TUTOR OR SUPERVISOR BEFORE YOU START WORK.

1. Refitting the store (including costs and scale drawing).
2. Offering after sales service.
3. Setting up your own business.
4. Health and safety in the store.
5. Comparing current trends with ten years ago (an additional activity may be needed).
6. Mail order (an additional activity may be needed).
7. The advantages of issuing loyalty cards (an additional activity may be needed).
8. Promotional events.
9. Stock control.
10. Staff incentive schemes (an additional activity may be needed).



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