

Random week at a glance...

- Mon:** Videod our team presenting a TV shopping channel – good laugh!
- Tues:** Brainstormed a healthy eating cereal brand, from logo and colours to strapline.
- Wed:** Looked at the affects of the recession on the High Street.
- Thurs:** Visited local boutique for our 'Mary, Queen of Shops' assignment. Got loads of ideas for improvements.
- Fri:** Presented logistics brain dump: 100 ideas on how to speed product from source, through supply chains to the consumer.

The Edexcel Retail Business Diploma

This qualification gives you a solid grounding in all aspects of 21st century retail.

With the UK retail sector employing over 2.5 million people, Napoleon's description of the British as 'a nation of shopkeepers' still holds true today.

However in the last 20 years technological advances have revolutionised the way we buy and sell goods - from buying practices and retail channels, to selling, customer service and logistics.

You'll learn about:

- The enterprise skills required for a start-up
- How the supply chain works
- How to operate a retail outlet
- The importance of customer service
- All aspects of the sales process.

I could be a...

Regional Manager
Branch Analyst
Digital Marketing Manager
Buyer
Forecaster
Merchandise Presentation Specialist
Product Specialist
Stock Controller
Supply Chain Solution Designer
Window Dresser

Level 1 1st term snapshot

- Learnt about outlets including kiosks, market stalls, specialist shops, chain and discount stores, hypermarkets and department stores.
- Practised dealing with an angry customer.
- Heated debate about celebrity endorsement – sales figures prove they work.



Level 2 1st term snapshot

- Tracked my ideal career path as a Food Buyer.
- Presented the business plan for a budget fashion start-up. Tutor queried our team's costing and profit calculations.
- Explored how extreme weather can affect the supply chain.



Level 3 1st term snapshot

- Analysed the impact of the Matthew Williamson collection on H&M sales.
- Researched my project on routes to market, focusing on e-tailing and mobile technology.
- Completed our frozen yoghurt customer profiling – demographic is young and mainly female.

