

Unit Title: Understanding The Business Of Retail
Unit Level: Level 1
Unit Credit Value: 3
GLH: 27
LASER Unit Code: WJC498
Ofqual Unit Code: J/506/1045

This unit has 5 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand how retail outlets differ in size and type.	1.1	List the different retail channels and state the main features of each one.
		1.2	Identify the sizes and types of retail outlets typically found in a variety of retail locations such as high streets or retail business parks.
2.	Understand the range of retail occupations.	2.1	State how retail occupations differ between small, medium and large retail businesses.
		2.2	Identify the usual entry points and progression opportunities for a variety of retail occupations.
		2.3	Outline the skills, personal attributes and behaviours required for a range of retail occupations.
3.	Understand the retail supply chain.	3.1	List the sources from which retailers obtain products.
		3.2	Outline the key stages of a product's journey through the supply chain.
4.	Understand the contribution that the retail sector makes to the economy of the United Kingdom.	4.1	Outline the size of the retail sector using information such as: <ul style="list-style-type: none"> • the number of people employed • the number of retail businesses • the amount of money spent by customers every year.
5.	Understand how customers' concerns influence the products and services offered by retailers.	5.1	Outline environmental issues of concern to retail customers.
		5.2	Outline ethical issues of concern to retail customers.
		5.3	List the main advantages to retailers of being responsive to customers' environmental and ethical concerns.

Assessment Guidance:

NA

Additional Information:

NA