



Business Placement Case Study and Evaluation 44

Sarah from Edlington Comprehensive School visited a department store on a business placement in October 2008.

The department store is a retail outlet selling predominantly clothing and homeware.

Job Study - Store Manager

What does your Job Role involve?

My role involves ensuring the retail priorities of presentation, service and sales results are maintained.

What key skills are required for your role?

Several key skills are important to the job including, numeracy, literacy, developmental planning, developing your own performance and working with others, especially in order to maintain maximum efficiency of resources.

What qualifications, training and/or experience did you need to enter your job?

I had a 'love of retail' and key skills in organisation and leadership.

What extra qualifications/training have you gained in your current role?

I have gained no extra qualifications or training in my present job, although there are opportunities to progress in the organisation in diverse areas such as food buying, distribution and visual display.

What are the working conditions of your job?

I work as many hours as I am needed, usually around 39 per week. I work indoors and am aware of, and comply with, health and safety requirements.

What advice would you give to young people interested in entering this field?

Young people interested in working in retail need to demonstrate both energy and the desire to help and advise people.

Evaluation of the Business Placement

What did you do on the placement?

I visited a major retail outlet, work shadowed and interviewed staff.

What knowledge about the organisation, its sector and its market place did you gain?

I gained knowledge about merchandising, the general day to day running of the store and the targets that are set for the store.

Do you feel that the placement was a success? Please give reasons

I spent a day there and I thought it was a success as I gained valuable knowledge about the running of a department store. Contacts were made with staff with a view to taking pupils on a trip to visit the store.

Could you suggest any improvements to the management of the business placement?

I have no suggestions in regards to how the placement could be improved.

Be whatever you want to be