



Doncaster  
Enterprise for  
Learning

## Business Placement Case Study and Evaluation number 8

Sharon from The Armthorpe School visited Debenhams on a business placement in January 2009.

Debenhams is a department store.

### Job Study - Personal Shopper

#### **What does your job role involve?**

I deal with customers on an appointment basis to get them what they need. I have to manage the appointment diary, deal with in store events and drive assisted sales on the shop floor.

#### **What key skills are required for your role?**

Skills in literacy, numeracy and ICT are important.

For example:

#### **Numeracy**

We deal with figures on a weekly basis and have to understand our figure and appointment targets.

#### **Literacy**

I need to complete basic forms and update the database.

#### **ICT**

I have a work planner which is computer based.

### **Working with others**

I work with one other personal shopper to coordinate the service and in store events.

### **Developing own performance**

I have to develop my own appointment style which suits both myself and the client.

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

None, I was trained on the job. However, you do need a keen attitude and some retail experience.

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

I have completed a colour style and fit training course.

### **What are the working conditions of your job?**

I work within Debenhams, 8 hours per day.

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

Get some retail experience with Debenhams and then look for vacancies within the store. Also, build up a good honest relationship with the management as they like to encourage you if you have potential

### **Evaluation of the Business Placement**

#### **What did you do on the placement?**

I worked within Debenhams with the personal shopper

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

I learnt how sections are organised and about marketing strategies and the functional areas within the company.

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

Yes, it was relevant to my coursework . The business was willing to cooperate and provide support to further develop this aspect of the course.

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

No, it was fine.

Be whatever you want to be