



LEVEL 1/2 VOCATIONAL AWARD IN RETAIL BUSINESS (TECHNICAL AWARD)

GUIDANCE FOR TEACHING
DELIVERY GUIDE



AIMS OF THE GUIDANCE FOR TEACHING

The principal aim of the Guidance for Teaching is to support teachers in the delivery of the WJEC Level 1/2 Vocational Qualification in Retail Business (Technical Award) and to offer guidance on the requirements of the qualification and the assessment process. The Guidance for Teaching is **not intended as a comprehensive reference**, but as support for professional teachers to develop stimulating and exciting courses tailored to the needs and skills of their own learners in their particular institutions.

AIMS OF THE DELIVERY GUIDE

The principal aim of the Delivery Guide is to give an overview of the qualification. It will offer an introduction to the specification, an assessment overview and other guidance that we hope teachers will find useful. Greater information on each unit can be found in the separate unit guides.

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INTRODUCTION TO THE SPECIFICATION

The WJEC Level 1/2 Vocational Award in Retail Business (Technical Award), approved by Ofqual and DfE for performance qualification tables in 2024 (first teaching from September 2022), is available to:

- all schools and colleges in England and Wales
- subject to local agreement, it is also available to centres outside England and Wales, for example in Northern Ireland, in the crown dependencies of the Isle of Man and the Channel Islands, and in British overseas territories, and to British forces schools overseas. It is not available to other overseas centres.

It will be awarded for the first time in January 2024, using grades Level 1 Pass, Level 1 Merit, Level 1 Distinction, Level 1 Distinction*, Level 2 Pass, Level 2 Merit, Level 2 Distinction, Level 2 Distinction*.

ADDITIONAL WAYS THAT WJEC/EDUQAS CAN OFFER SUPPORT:

- sample assessment materials and mark schemes
- face-to-face CPD events
- examiners' reports on each question paper
- direct access to the Subject Officer
- free online resources
- Exam Results Analysis
- Online Examination Review
- Regional Support Team (England centres only. See page 24 for more information).

QUALIFICATION STRUCTURE

WJEC Level 1/2 Vocational Award in Retail Business (Technical Award) consists of 3 units:

	Unit title	Type of Assessment	Weighting
Unit 1	The business of retail	External	40%
Unit 2	Customer service for retail business	Internal	30%
Unit 3	Merchandising and marketing retail products	Internal	30%

All Units are compulsory.

UNIT 1

Unit 1 introduces learners to the business of retail and provides them with the opportunity to explore the dynamic and competitive nature of the retail industry. They will gain knowledge and understanding of different types of retail business and retail activity, as well as the impact of external factors on the industry.

UNIT 2

Unit 2 allows learners to develop knowledge and understanding of the principles of customer service for retail business and offers the opportunity for learners to develop skills in investigating the customer service experience across retail organisations.

UNIT 3

Unit 3 provides learners with the opportunity to develop their understanding of the importance of merchandising and marketing retail products, and how retail businesses use merchandising and marketing to achieve their aims. Learners will also apply their knowledge and understanding to develop skills in designing visual merchandising installations and promotional materials that achieve specific aims.

WHAT'S NEW?

UNIT 1

Specification content:	Area of content:	If/where it featured in legacy specification:
1.1.1 Types of retail business	Different retail channels	Unit 2 AC1.1 Describe forms of retail businesses
	The advantages and disadvantages of using different retail channels	Unit 2 AC1.1 Describe forms of retail businesses
	Different types of retailers	Unit 2 AC1.1 Describe forms of retail businesses
	Online retailing	Unit 2 AC1.1 Describe forms of retail businesses
	Different types of retail products	
1.1.2 Types of retail business ownership	The features of different types of business ownership	Unit 2 AC1.2 Assess forms of ownership for retail businesses
	The differences between limited and unlimited liability	
	The advantages and disadvantages of choosing different types of business ownership	Unit 2 AC1.2 Assess forms of ownership for retail businesses
1.1.3 The different scale of retail businesses	The different scale of retail businesses, which are: local, national and global	
1.1.4 Aims of retail businesses	The main types of aims	Unit 2 AC1.3 Suggest objectives of retail businesses
	How aims will differ	
	How aims are used by	Unit 2 AC2.3 Suggest methods used by retail businesses to achieve objectives
1.1.5 Functional areas of retail businesses	The different functional areas of retail businesses and online functional areas	Unit 3 AC1.1 Describe activities of retail functional areas

Specification content:	Area of content:	If/where it featured in legacy specification:
1.1.6 The supply chain of retail businesses	The stages of the supply chain, which are: sourcing, logistics and stock control and the use of technology in stock control	
1.2.1 The competitive and dynamic environment	The retail industry is competitive and dynamic	
1.2.2 The location of retail businesses	The different types of location	Unit 2 AC2.2 Explain the effect of location characteristics on retail businesses in different locations
	The characteristics of the different types of location	Unit 2 AC2.2 Explain the effect of location characteristics on retail businesses in different locations
	How location characteristics influence where retail businesses locate.	Unit 2 AC2.2 Explain the effect of location characteristics on retail businesses in different locations
1.2.3 External factors and retail businesses	Economic factors	Unit 2 AC2.1 Explain how the UK business environment affect retail businesses
	Technological factors	
	Social factors	Unit 2 AC2.1 Explain how the UK business environment affect retail businesses
	Ethical factors	
	Environmental factors	Unit 2 AC2.1 Explain how the UK business environment affect retail businesses
1.2.4 Seasonality and retail businesses	The retail industry is affected by seasonality and examples of seasonality	Unit 3 AC3.1 Explain the effects of seasonality on retail operations
1.3.1 Using retail business data in a variety of different formats	Use retail business data, including qualitative and quantitative data, tables, charts and graphs	Unit 2 AC3.2 Interpret data
1.3.2 Using mathematical techniques to calculate retail business data	Use mathematical techniques to calculate retail business data	Unit 2 AC3.2 Interpret data

1.3.3 Interpreting retail business data	Interpret data by filtering, selecting and analysing data	Unit 2 AC3.1 Analyse situations
1.3.4 Making judgements and offering solutions to retail business issues	Make judgements and offer solutions to retail business issues	Unit 2 AC3.3 Review options for solutions to issues

UNIT 2

Specification content:	Area of content:	If/where it featured in legacy specification:
2.1.1 Importance of customer service to retail businesses	Customer service is the interaction between a retail business and its customers	
	The success of a retail business can be affected by the quality of its customer service	
2.1.2 Features of good customer service	The features of good customer service	Unit 1 AC1.1 Describe principles of customer service
2.1.3 Principles of good customer service	The principles of good customer service, including listening and responding, patience, empathy, courtesy, knowledge of products and services and being a team player	
2.1.4 Situations when retail businesses interact with customers	The different situations when retail businesses interact with customers	Unit 1 AC1.2 Describe situations when customers interact with retail businesses
	Apply knowledge of the importance, features and principles of customer service	
2.1.5 Online customer services	How customer service is carried out online	Unit 1 AC1.3 Describe how customer service delivery differs across retail channels
2.2.1 Types of retail customers	The different types of retail customers	Unit 1 AC2.1 Describe needs of different types of retail customers
	How a retail business will adapt/personalise its customer service	Unit 1 AC2.2 Explain how retail businesses meet expectations of different types of customers

Specification content:	Area of content:	If/where it featured in legacy specification:
2.2.2 Expectations of different types of retail customers	The expectations of different types of retail customers	Unit 1 AC2.1 Describe needs of different types of retail customers
	The modern retail customer is well informed	Unit 1 AC2.1 Describe needs of different types of retail customers
	The expectations of a retail customer may differ	Unit 1 AC2.1 Describe needs of different types of retail customers
2.2.3 How retail businesses meet the expectations of different types of customers	How retail businesses meet the expectations of different types of customers	Unit 1 AC2.2 Explain how retail businesses meet expectations of different types of customers
	How retail businesses meet the expectations of different types of customers online through services	Unit 1 AC2.2 Explain how retail businesses meet expectations of different types of customers
2.3.1 Research tools used to gather customer feedback information on retail businesses	Create and use research tools	Unit 1 AC3.1 Design research tools
	Test research tools	Unit 1 AC3.1 Design research tools
2.3.2 Good practice in carrying out customer research	Conduct a survey on customer experiences in a retail business	Unit 1 AC3.2 Process information
	Select a suitable sample of participants	Unit 1 AC3.2 Process information
	Record information accurately	Unit 1 AC3.2 Process information
2.3.3 Presenting research information on retail businesses	Use suitable presentation techniques to structure research findings	Unit 1 AC3.3 Present information
2.3.4 Using research information on retail businesses to inform decision making	Interpret research findings	Unit 1 AC3.2 Process information
	Make informed judgements and draw conclusions	Unit 1 AC3.4 Draw conclusions from research

UNIT 3

Specification content:	Area of content:	If/where it featured in legacy specification:
3.1 Visual merchandising for retail business	3.1.1 The purposes of visual merchandising	
	3.1.2 Types of visual merchandising	
	3.1.3 Principles of visual merchandising	
	3.1.4 Adapting principles for different retail channels	
	3.1.5 Adapting principles for different retail types, scale and products	
	3.1.6 Designing visual merchandising installations.	
3.2 Marketing retail businesses and products	3.2.1 Identifying and targeting customers	
	3.2.2 The marketing mix	Unit 3 AC2.1 Assess methods used by retail businesses to encourage sales
	3.2.3 Designing promotional materials for retail businesses	
	3.2.4 Use of technology in promotion	Unit 3 AC2.2 Explain how technology is used to interact with customers
	3.2.5 How marketing activities contribute to aims	Unit 3 AC2.1 Assess methods used by retail businesses to encourage sales

SUMMARY OF ASSESSMENT

Summary of Assessment	
Unit 1: The business of retail Written examination: Time of exam –1 hour 30 minutes 40% of qualification	80 marks
Questions requiring objective responses, short and extended answers, based around applied situations. Learners will be required to use stimulus material to respond to questions.	
Unit 2: Customer service for retail business Controlled assessment: 6 hours 30% of qualification	60 marks
An assignment brief will be provided by WJEC that will include a scenario and several tasks available via the WJEC Secure Website.	
Unit 3: Merchandising and marketing retail products Controlled assessment: 8 hours 30% of qualification	60 marks
An assignment brief will be provided by WJEC that will include a scenario and several tasks available via the WJEC Secure Website.	

ASSESSMENT OBJECTIVES

- AO1** Demonstrate knowledge and understanding from across the specification.
- AO2** Apply skills (including practical skills), knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks.
- AO3** Analyse and evaluate information, making reasoned judgements and presenting conclusions.

UNIT 1

The distribution of the assessment objectives for this unit is:

AO1	AO2	AO3	Total
16%	14%	10%	40%

UNIT 2

The distribution of the assessment objectives for this unit is:

AO1	AO2	AO3	Total
4%	18%	8%	30%

UNIT 3

The distribution of the assessment objectives for this unit is:

AO1	AO2	AO3	Total
4%	18%	8%	30%

COURSE OUTLINE

Planning for delivery and assessment

There is flexibility in the way the qualification can be delivered. There is a terminal external assessment requirement of 40% which needs to be taken into account when making planning considerations (please see pages 19 and 20 of this document). The following suggestion is **one** way of approaching the timing of unit delivery and assessment. Centre specific factors may impact on other approaches.

Year 10 delivery	
Winter term (Term 1)	Unit 1 1.1 Introduction to retail business 1.3 Using data and recommending solutions to retail business issues
Spring term (Term 2)	Unit 1 1.2 The retail business environment Unit 2 2.1 Introduction to customer service
Summer term (Term 3)	Unit 2 2.2 Meeting customer expectations 2.3 Investigate customer experiences in retail businesses Unit 2 controlled assessment
Year 11 delivery	
Winter term (Term 4)	Unit 3 3.1 Visual merchandising for retail business 3.2 Marketing retail businesses and products 3.2.1-3.2.2
Spring term (Term 5)	3.2 Marketing retail businesses and products 3.2.3-3.2.5 Unit 3 controlled assessment Unit 1 recap and exam preparation
Summer term	Unit 1 external examination

SUGGESTED COURSE OUTLINE PLAN

The recommendations detailed below are suggestions only – they are not at all prescriptive and centres are free to structure the course in the way that best suits their individual circumstances.

GLH = Guided learning hours

GLH	Content focus
Term 1 – 31 GLH	<p>Unit 1</p> <p>8</p> <p>1.1.1 Types of retail business activity</p> <p>1.3.1 Using retail business data in a variety of different formats</p> <p>1.3.3 Interpreting retail business data</p>
	<p>5</p> <p>1.1.2 Types of retail business ownership</p> <p>1.3.1 Using retail business data in a variety of different formats</p> <p>1.3.2 Using mathematical techniques to calculate retail business data</p> <p>1.3.3 Interpreting retail business data</p> <p>1.3.4 Making judgements and offering solutions to retail business issues</p>
	<p>5</p> <p>1.1.3 The different scale of retail businesses</p> <p>1.3.1 Using retail business data in a variety of different formats</p> <p>1.3.2 Using mathematical techniques to calculate retail business data</p> <p>1.3.3 Interpreting retail business data</p> <p>1.3.4 Making judgements and offering solutions to retail business issues</p>
	<p>4</p> <p>1.1.4 Aims of retail businesses</p> <p>1.3.1 Using retail business data in a variety of different formats</p> <p>1.3.2 Using mathematical techniques to calculate retail business data</p> <p>1.3.3 Interpreting retail business data</p> <p>1.3.4 Making judgements and offering solutions to retail business issues</p>

	4	1.1.5 Functional areas of retail businesses 1.3.1 Using retail business data in a variety of different formats 1.3.4 Making judgements and offering solutions to retail business issues
	5	1.1.6 The supply chain of retail businesses 1.3.1 Using retail business data in a variety of different formats 1.3.2 Using mathematical techniques to calculate retail business data 1.3.3 Interpreting retail business data 1.3.4 Making judgements and offering solutions to retail business issues
GLH Content focus		
Term 2 - 29 GLH	3	1.2.1 The competitive and dynamic environment 1.3.1 Using retail business data in a variety of different formats 1.3.2 Using mathematical techniques to calculate retail business data 1.3.3 Interpreting retail business data 1.3.4 Making judgements and offering solutions to retail business issues
	5	1.2.2 The location of retail businesses 1.3.1 Using retail business data in a variety of different formats 1.3.2 Using mathematical techniques to calculate retail business data 1.3.3 Interpreting retail business data 1.3.4 Making judgements and offering solutions to retail business issues
	6	1.2.3 External factors and retail businesses 1.3.1 Using retail business data in a variety of different formats 1.3.2 Using mathematical techniques to calculate retail business data 1.3.3 Interpreting retail business data 1.3.4 Making judgements and offering solutions to retail business issues
	3	1.2.4 Seasonality and retail businesses 1.3.1 Using retail business data in a variety of different formats 1.3.2 Using mathematical techniques to calculate retail business data 1.3.3 Interpreting retail business data 1.3.4 Making judgements and offering solutions to retail business issues



		Unit 2
2		2.1.1 Importance of customer service to retail businesses
2		2.1.2 Features of good customer service
2		2.1.3 Principles of good customer service
3		2.1.4 Situations when retail businesses interact with customers
3		2.1.5 Online customer services

GLH Content focus		
Term 3 – 30 GLH	2	2.2.1 Types of retail customers
	2	2.2.2 Expectations of different types of retail customers
	2	2.2.3 How retail businesses meet the expectations of different types of customers
	5	2.3.1 Research tools used to gather customer feedback information on retail businesses
	5	2.3.2 Good practice in carrying out customer research
	4	2.3.3 Presenting research information on retail businesses
4	2.3.4 Using research information on retail businesses to inform decision making	
6		Unit 2 Assessment



GLH		Content focus
Term 4 – 26 GLH	2	Unit 3: Visual merchandising 3.1.1 The purposes of visual merchandising
	2	3.1.2 Types of visual merchandising
	3	3.1.3 Principles of visual merchandising
	3	3.1.4 Adapting principles for different retail channels
	2	3.1.5 Adapting principles for different retail types, scale and products
	6	3.1.6 Designing visual merchandising installations
	3	Unit 3: Marketing 3.2.1 Identifying and targeting customers
	5	3.2.2. The marketing mix



GLH		Content focus
Term 5 – 30 GLH	6	3.2.3 Designing promotional materials for retail businesses
	2	3.2.4 Use of technology in promotion
	2	3.2.5 How marketing activities contribute to aims
	8	Unit 3 Assessment
	1	Unit 1 recap
		1.1.1 Types of retail business activity
	1	1.1.2 Types of retail business ownership
	1	1.1.3 The different scale of retail businesses
	1	1.1.4 Aims of retail businesses
	1	1.1.5 Functional areas of retail businesses
	1	1.1.6 The supply chain of retail businesses
	1	1.2.1 The competitive and dynamic environment
	1	1.2.2 The location of retail businesses
	1	1.2.3 External factors and retail businesses
	1	1.2.4 Seasonality and retail businesses
	2	External examination preparation



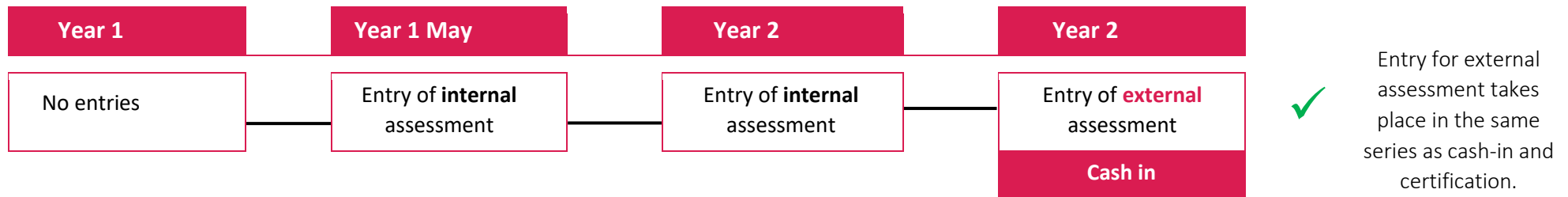
Key Principles:

<p>Candidates must take the external assessment, worth 40% of the qualification, in the series in which they certificate. This is the examined unit, which is Unit 1 of Retail Business.</p>	<p>Only the result for the external assessment that is achieved in the final series, the series in which candidates 'cash-in', can contribute to their final grade. If a candidate takes the external assessment prior to the series in which they 'cash-in', this result cannot contribute to the overall grade, even if it is the better result.</p>	<p>In relation to school performance table points – as opposed to individual candidate results – it is always the first qualification result which counts, irrespective of whether a candidate re-certificates again at a later date.</p>
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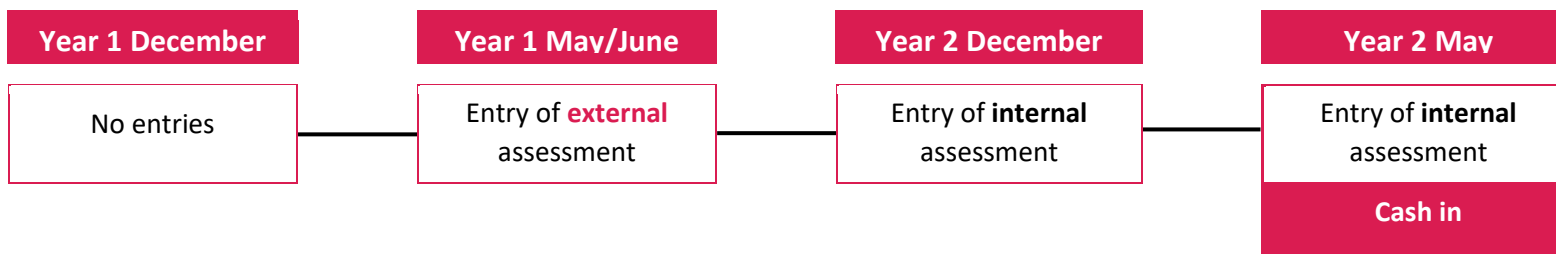
- Candidates can enter for internally assessed units in December and May
- Candidates may resit each **internally** assessed unit but cannot improve previously submitted work. The best uniform mark score from the attempts will be used in calculating the final overall grade.


Example scenarios (assuming that the delivery of the qualification takes place over two years):

Scenario 1:

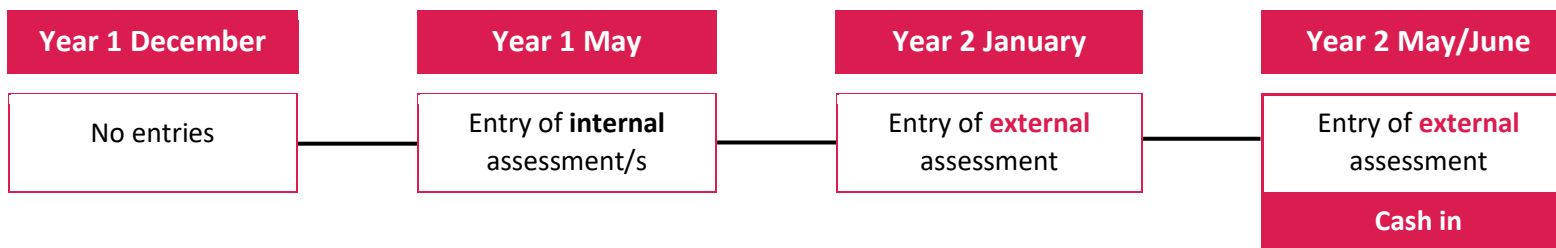



Scenario 2:



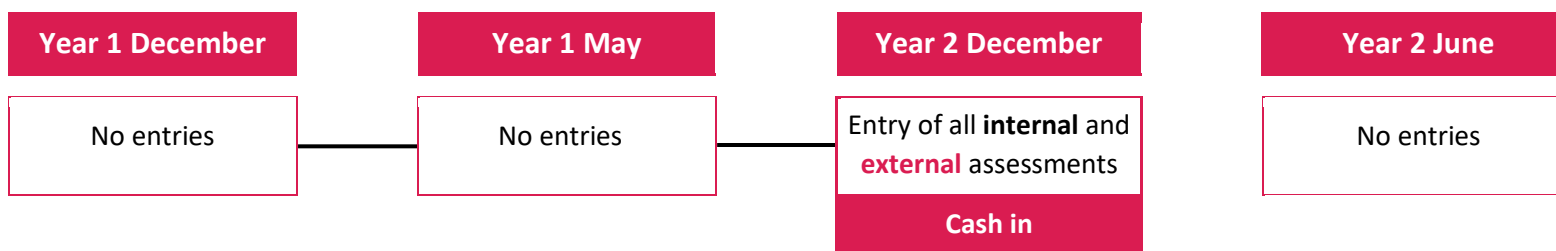
 Entry for external assessment **does not** take place in the same series as cash-in and certification.


Scenario 3:



 It is the **second** attempt of the external assessment that will count towards the final grade, even if it is lower than the previous attempt.

Scenario 4:



 This is a linear approach and would be permissible if the qualification was completed in either December or in May.

EXTERNAL RESOURCES

Please note that these resources are external and are therefore subject to changes that are outside of the control of WJEC.

There are various news sites that offer up-to-date news and information about issues relating to Retail Business:

www.bbc.co.uk	BBC online
www.brc.org.uk	British Retail Consortium
www.talkingretail.com	Talking Retail: Grocery & product news for independent retailers
www.tutor2U.net	For students and teachers preparing for A-Level, GCSE, BTEC & IB assessments, mocks and final exams
www.retail-week.com	Retail Week
www.thegrocer.co.uk	The Grocer
www.ons.gov.uk	Office for National Statistics
www.conveniencestore.co.uk	Convenience Store - the market-leading website for stores selling the 'convenience mix
www.retailgazette.co.uk	Retail Gazette publish independently sourced news stories, interviews, comment and analysis relating to the industry
https://blog.feedspot.com/retail_blogs/	100 Retail Blogs, Websites & Influencers in 2021
www.retail-focus.co.uk	Retail Focus

There are an extensive range of online and multi-channel retailers at local, national and global scale selling different products. Some examples include:

https://groceries.morrisons.com	Morrisons
www.boohoo.com	Boohoo.com
https://ao.com	AO
www.apple.com/uk	Apple
www.argos.co.uk	Argos
www.renault.co.uk	Renault
www.onthebeach.co.uk	On the Beach Group is a UK-based travel retailer
www.eastingtonfarmshop.co.uk	Eastington Farm Shop is a family-run business supplying farm-grown produce, local meats, artisan produce and other kitchen essentials
https://agreatread.co.uk/	A Great Read is an independent online book shop
www.ebay.co.uk	eBay

There are various television programmes available through platforms such as BBC iPlayer, ITV hub and YouTube, such as:

Mary Portas - various, including Secret Shopper (2011) and Mary Queen of Shops (2007)

Inside John Lewis (2010)	First shown on the BBC
Inside Poundland (2020)	First shown on Channel 4
Aldi Vs Lidl: Supermarket Wars (2019)	First shown on Channel 5
Greggs: More than Meats the Pie (2013-)	First shown on Sky TV
The Fall of M&S: Food to the Rescue (2019)	First shown on Channel 5
Aldi: Secrets of the Billion Dollar Discounter (2020)	First shown on Channel 5
Aldi: Easter Secrets (2021)	First shown on Channel 5
M&S: The Food Factor (2018)	First shown on Sky TV
Inside Lidl at Christmas (2020)	First shown on Channel 5
Dragons' Den (2005-)	First shown on the BBC
What Britain Buys and Sells in a Day (2019)	First shown on the BBC
Food Unwrapped (2012-)	First shown on Channel 4
The Secrets of Amazon: Dispatches (2019)	First shown on Channel 4
Saving Poundstretcher (2018)	First shown on Channel 4
The Secret World of Toys at Christmas (2019)	First shown on Channel 4
Inside the Factory (2015-)	First shown on the BBC
Back in Time for the Corner Shop (2020)	First shown on the BBC

IMPORTANT DATES

First Teaching of the Level 1/2 Vocational Award in Retail Business (Technical Award)	September 2022
First assessment for Unit 1 (external assessment)	January 2024
First release of Controlled Assessment assignment briefs (internal)	Unit 2 – September 2022 Unit 3 – September 2023
First submission of controlled assessments (internal)	Unit 2 – May 2023 Unit 3 – December 2023
First Certification	January 2024

KEY CONTACTS

Contact our specialist Subject Officer and administrative support team for retail business with any queries:

Subject Officer: Stephen Oliver
Subject Support Officer: Clare Williams
Email: business@eduqas.co.uk
Telephone: 02922 404 257

REGIONAL SUPPORT TEAM (ENGLAND CENTRES ONLY)

The team is on hand to support you in the delivery of WJEC and Eduqas qualifications. They provide guidance to teachers, senior management and exams officers on our range of qualifications, online resources and tools, CPD and curriculum developments. They also give another link with our subject experts in Cardiff.

To book a visit or an online meeting, or simply to find out more, please contact the relevant member of the team.

Catherine Oldham

catherine.oldham@eduqas.co.uk



Catherine has extensive experience in the secondary education sector. Formerly she was Head of English at a large sixth form college in Lancashire and an exam board officer.

Regions: E Yorkshire, W Yorkshire, Lancashire, Greater Manchester, S Yorkshire, Lincolnshire, Scotland, Isle of Man.

Dave Evans

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Before joining the team Dave had a long career teaching geology and geography in a sixth-form college. He has also had a number of assessment roles at WJEC, including most recently that of principal examiner.

Regions: Cumbria, Northumberland, Tyne & Wear, Durham, N Yorkshire.

David Jones

davidr.jones@eduqas.co.uk



As a former Humanities teacher and further education lecturer, David has experience of teaching a range of subjects. He is also a higher education reviewer for the QAA.

Regions: Berkshire, Dorset, Cornwall, Devon, Somerset, Wiltshire, Gloucestershire, Oxfordshire, Worcestershire, Warwickshire, West Midlands, Buckinghamshire, Hampshire, Surrey, Isle of Wight, W Sussex, Herefordshire, Northamptonshire, Rutland.

Ant Fleming



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Ant has had a long career teaching geography and leading departments in a variety of schools, and, since 2002, has also held a number of assessment positions at WJEC.

Regions: Essex, Suffolk, Norfolk, Cambridgeshire, London, Kent, E Sussex, Bedfordshire, Hertfordshire, Channel Islands.

Hayley Sheard



hayley.sheard@edugas.co.uk

Prior to joining the regional team, Hayley worked as a subject associate at WJEC. She also has extensive experience as an examiner and, most recently, as a principal moderator. Hayley has delivered CPD in a range of face to face and online contexts, and has written several resources for teachers and learners. Previously, she taught in the sixth form sector for over 15 years and was also an HOD for Media Studies.

Regions: Merseyside, Cheshire, Shropshire, Staffordshire, Derbyshire, Nottinghamshire, Leicestershire, Northern Ireland.