

Stage 2 Workplace Practices – 2013

External Assessment Cover Sheet

Assessment Type 4: Investigation

SACE Registration Number:

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Student's industry focus for undertaking Workplace Practices:

Retail

Practical Investigation

Issues Investigation

Description

Making window displays for
a Retail Outlet

word count
(for written only)

This investigation is assessed using the following specific features:

Knowledge and Understanding	Investigation and Analysis	Reflection and Evaluation
KU1	IA1	RE1
KU2	IA2	

Practical: Window Displays for Salvos Store at Campbelltown

Introduction:

For this task I am doing a practical investigation about window display at the . Store at Campbelltown. I will be investigating the importance of window displays and discovering how to make them effective. I will be making two different displays for the particular shop where I have been volunteering for the last six months. Interviews will occur with two experienced people who are skilled in making window displays. I am also going to do some online investigation about my topic. My planning and decision making about my window display will be described. Finally I will evaluate my results.

Why a window display is important to the shop:

I chose to do windows displays because it is very important in any store and I am also going to be doing my own window display at the store at Campbelltown where I volunteer. When doing a window display there are some things that you have to do in order for your store to be noticed.

First of all you should always surprise your customers because then they will come very often to your store to buy goods. for example. D H , owner of gift shop, likes to incorporate unexpected, whimsical objects in her windows.¹ According to D it is very important to put some bright colours when creating your window display because they attract customers to your effect, as it catches the attention of those customers. Colours make people stop and look at what you have in your store and it also brings them inside.

I did an interview with the manager for my store and I asked her why a window display is important? She said that it is to attract more customers into her store and also make sure that you put a bright clean display. This makes people stop and look at what is in the window so it is very important that you put something very nice when you are doing your display.

I also think that if you keep your store neat and clean you can attract lots of people to come shopping in your shop. It is very important to keep your store clean because the first impression is significant to customers.

Your window display is very important to the store if used effectively, it can bring you new clients, or customers .it can also improve the image/make your business to grow, by doing your displays it to help increase the sales within a retail store it can occur when customers become loyal shoppers; as well, their loyalty can be encouraged by having various product promotions. 'When you get more customers to enter the store, that's where the fun starts - using the power of displays, signage, movement, interactivity, lighting and colour you can really increase your sales.'²

The displays in the window and inside the shop can be for different purposes. Initially the window display attracts the attention of a passer-by and when that potential customer enters the shop. The internal display can be to direct that person to a special product display. That display may be connected to the theme of the week or to a product the shop owner wants to sell more quickly. To

¹ BY Jane Porter|June 25, 2012, 7 Tips to Create Winning Window Displays
<http://www.entrepreneur.com/article/223677> 21/8/13

² Redcliffe imaging, 2013 Retail Window Displays http://www.redcliffe.co.uk/point_of_sale/boost-your-sales.htm#ixzz2dELfzdoV 21/8/13

help encourage potential customers into the shop the and window display could also include particular information about the special product display inside. Change the displays regularly to maintain customer trust and interest in your products.

How to decide what to put in your window display:

Research indicates that the use of bold colours is important and it is not necessary to be a professional to achieve a pleasing result. The attractiveness of the objects is important too although it is not necessary to spend excessively when creating a display. The research also stated that 'two out of ten customers enter the shop' largely due to the colourful attractiveness of the window display.²

Further significant things are that cleanliness and lack of clutter contribute to more successful sales. Jon Schallert is a well-known business expert and speaker from Longmont, America who states that it is false to believe that it is necessary to cram discount goods into the display as a better suggestion is to use 'mass quantities of a single product'.³ Novelty seasonal items can create viewer's interest. A further point is to remember to 'update your display'.⁴ It is recommended that frequent changes occur even though it will cause the employee a considerable amount of time. Jon Schallert also added in the article about that the use of suitable photographs taken previously in the store to give an added interest to passers-by. It is essential to realise that the window display has the purpose of attracting new and regular customers. He got his ideas from Jane Porter who is the associate editor at Entrepreneur.com in New York.

Research indicates that the more addition of lighting will substantially increase sales as most things are purchased impulsively and the extra lighting focuses the passers by attention on what is lit.

When you are deciding on what is going to be in your display you have to think about what to choose because choosing what to display is a strategic decision that you will have to make. It is also important to know what you have in stock, and be aware of what are the most popular items you have. What will your customers notice in your store when they enter your store? 'Somehow the item you select to put on display must make sense for your business. The general formula is attract, interest and sell. Window displays attract and interest people so they will come into your store.' Now they can talk to a sales person, try something on, or take a test drive. (Steve Hall, 2007.)

'What else can the customer see through your window? If they can see into the store, you must ask yourself if this is going to improve the general result or detract. Depending on the setting, this could go either way.'⁵ Sometimes a screen or backing to a window prevents the display from being messy or destroying. Creating a good-looking product display can attract the customer in, encourage a slow-moving item, proclaim a sale, or welcome a season. If your store front is fortunate enough to feature one or more windows, then you have one of the most proven (and least expensive) forms of advertising at your disposal.

³ Redcliffe imaging, 2013 Retail Window Displays http://www.redcliffe.co.uk/point_of_sale/boost-your-sales.htm#ixzz2dEJaDezC 21/8/13

⁴ Redcliffe imaging, 2013 Retail Window Displays http://www.redcliffe.co.uk/point_of_sale/boost-your-sales.htm#ixzz2dEJaDezC 21/8/13

⁵ Steve Hall Creative, 2007 How to Build Professional Window Displays <http://www.stevhallcreative.com/professional-displays.html> 21/8/13

Outline of the comments made by two interviewees:

These two people were questioned about designing my displays and asked to comment about it from their view point. They were asked six questions which I had previously prepared.

The first person was the store manager. She reinforced all the things I had read in my research about how to make customers stop and look; that included, being 'bright and clean' as first impressions are so important. I asked her how she decided what she would include in the displays for her shop and how often she changes them. Her reply was the display depended on weather, seasons or excess stock which needed being moved along. She stated that she knows the display has been a success by the number of people who stop and or come into the shop at that time. Currently it is the wedding season so items associated with that celebration are tastefully displayed to tempt customers. I found it interesting to talk to her and it was exciting to think that a special occasion such as a wedding could be displayed in her window at any one time.

The second person interviewed was K M. who has 30 years' experience in designing and building window displays for a range of outlets including and

He emphasised the importance of a window display for a shop to attract and to encourage customers. Browsing is good as it will hopefully lead to purchasing the product. Decide firstly on the focus of the display, provide drawings and choose the necessary things to complete what is needed. Remember the budget is important too. The shop owner always has the last say. Some displays last longer than others. Christmas for example may be for several weeks. Another interesting aspect is customer's feedback. That way it is possible to repeat a window display if it had proved successful.

Planning the practical

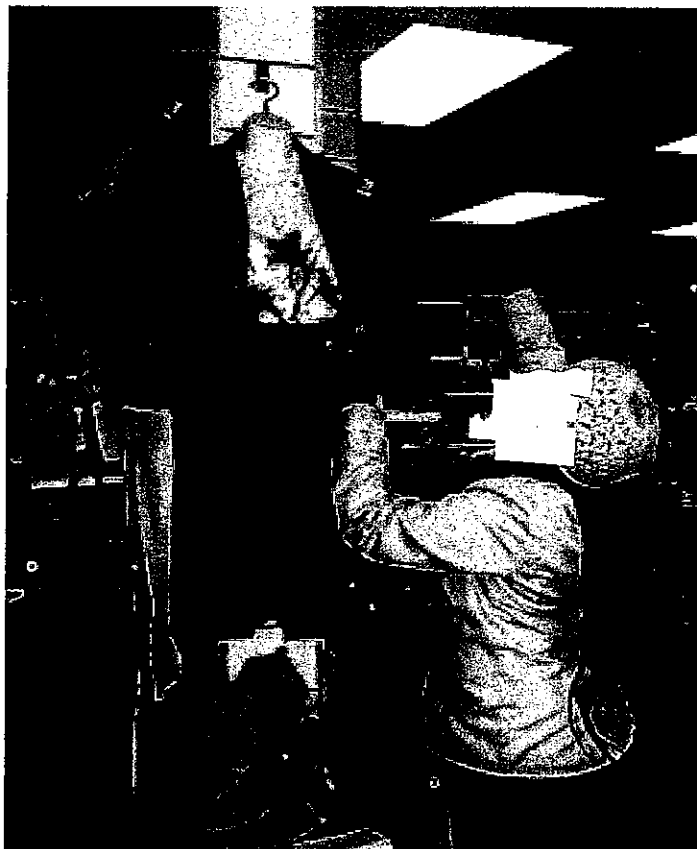
First I approached the store manager about doing some of the displays. Then I researched the topic and interviewed experienced people to develop my skills and knowledge. Then I thought about the themes. I chose to do some wedding display because it was wedding season and I spent so many time thinking about what is going to be in designing. You have to make show that your displays look just the way you want it to be. When I was doing this display I had to look for the clothes, look for the right products and spend more time sorting and thanking about what is going to work with what you have found.

Evidence (photos)

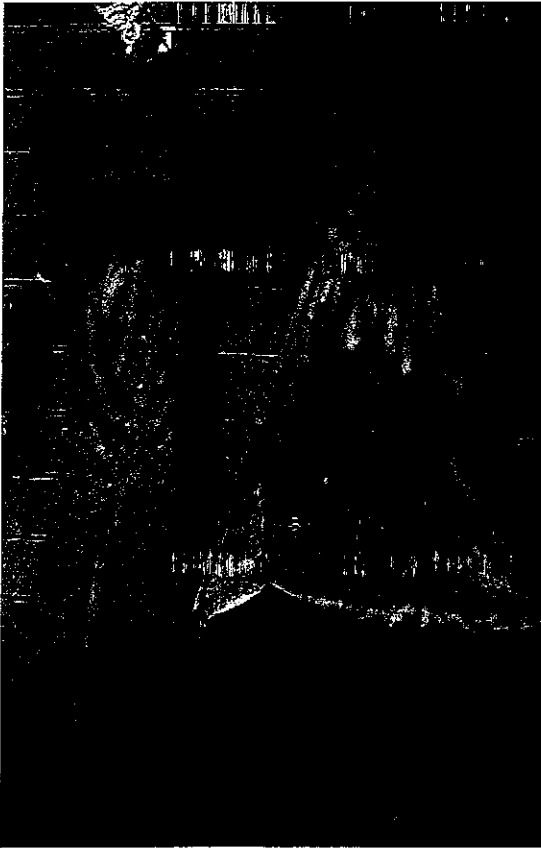


In this photo you can see me in the sorting room looking for clothes that suitable for me to put on the mannequins. Here I was getting the clothes ready for the mannequins so that I can put them aside for my display.

This is when I had already dressed the mannequin and I was putting it up in the store for customers to see. This was more formal wear for a job interview or a special occasion.



My focus in this picture display was to have semi-formal clothes for a semi-formal occasion. I remember not to clutter the window and make it colourful and neat.



These are my two wedding displays. One has a couple standing together dressed formally. The other has two wedding gowns with accessories.



Evaluation:

In conclusion I think that window displays are very important for all stores. My display was good and I got some very quick feedback from my manager and some customers. Some of the displays are still in the store but some were bought quickly after I did my displays.

Many people liked my displays. My manager loved what I did with my displays so she said that she will love for me to do another display for the store but not for weddings. The feedback I received was positive too. The customers told me they love it and the boss said we could repeat them at another time.

I think that my displays were successful due to a number of reasons. I remembered what I had been told to create brightly coloured, attractive and clean displays that were not overcrowded. That is because the first impressions of a passer-by or potential customers are always important. The aim is for them to come in to the store and buy products.

Overall I did four window displays. One was about casual wear, one was for more formal wear for a job interviews or a special occasion, and interestingly, I did two different wedding displays. My displays were successful because customers purchased some of the products that I had chosen. I think that it sold quickly because it was colourful.

For improvements next time I could have used special lighting. That kind of lighting would focus on the display in the window to make it look more attractive.

This experience helped me realise how difficult it is to create a successful shop displays. The reason why it is very difficult is the fact that you have to look for the right products and spend more time sorting and thinking about what is going to work with what. I now know that it is not what I want to do for my career.

Bibliography

Jane Porter, June 25, 2012, 7 Tips to Create Winning Window Displays
<http://www.entrepreneur.com/article/223677> 21/8/13

Redcliffe imaging, 2013 Retail Window Displays http://www.redcliffe.co.uk/point_of_sale/boost-your-sales.htm#ixzz2dELfzdoV 21/8/13

Steve Hall Creative, 2007 How to Build Professional Window Displays
<http://www.stevhallcreative.com/professional-displays.html> 21/8/13

(Interviews)

Cl M , 21/8/13, manager at .

K M: 22/8/13, experienced in designing and building window displays

STAGE 2 WORKPLACE PRACTICES
ASSESSMENT TYPE 4: Investigation

Industry Focus: Retail

Assessment Design Criteria	Comments
KU1	The student is certainly well-informed about the knowledge and skills required to create a successful window display in the retail sector. A number of key understandings were explained and the student demonstrated these through the process – which was aided by the use of pictures.
KU2	There is a clear understanding of the key concepts related to creating a window display and why these are so important in ensuring the success of the finished product.
IA1	The student has included some analysis of their own finished product in relation to the research that was conducted – why they did what they did (e.g. use of colour and keeping the store clean).
IA2	The investigation into the way that a window display should be put together was detailed and clearly well-informed. Skills of investigation were thorough throughout,
RE1	The final reflection was clearly considered in terms of the finished product and this included an effective self-evaluation. Not quite at the level of insightfulness needed for an A, but a strong and well considered Reflection & Evaluation.

OVERALL GRADE: B (22)

This is a well-constructed Practical. It demonstrates the importance of students undertaking the process of Investigation and Analysis. The work was constructed well, was easy to follow the progression of their learning and the finished product was obviously a culmination of their experience and their learning overall.

Industry Focus: Retail

	Knowledge and Understanding	Investigation and Analysis	Reflection and Evaluation
A	<p>Comprehensive understanding at an advanced level of knowledge, skills, and competencies appropriate to the relevant industry.</p> <p>Perceptive understanding and insightful explanation of broad concepts and issues related to industry and work.</p>	<p>Perceptive and well-informed analysis of the relationships between a range of work-related issues, tasks, and practices in the workplace.</p> <p>Thorough, detailed, and well-informed investigation of the dynamic nature of a range of work-related and workplace issues, tasks, cultures, and/or environments locally, nationally, and/or globally.</p>	<p>Thorough and insightful reflection on a range of learning experiences in/about an industry, with in-depth self-evaluation.</p>
B	<p>Well-informed understanding of knowledge, skills, and competencies appropriate to the relevant industry.</p> <p>Clear understanding and well-informed explanation of broad concepts and issues related to industry and work.</p>	<p>Well-informed analysis of the relationships between a range of work-related issues, tasks, and practices in the workplace.</p> <p>Detailed and informed investigation of the dynamic nature of a number of work-related and workplace issues, tasks, cultures, and/or environments locally, nationally, and/or globally.</p>	<p>Detailed and considered reflection on a number of learning experiences in/about an industry, with some in-depth self-evaluation.</p>
C	<p>Informed understanding of knowledge, skills, and competencies appropriate to the relevant industry.</p> <p>General understanding and informed explanation of broad concepts and issues related to industry and work.</p>	<p>Informed analysis of the relationships between a number of work-related issues, tasks, and practices in the workplace.</p> <p>Informed investigation of the dynamic nature of some work-related and workplace issues, tasks, cultures, and/or environments locally, nationally, and/or globally.</p>	<p>Some considered reflection on learning experiences in/about an industry, with some self-evaluation.</p>
D	<p>Recognition of knowledge, skills, and/or competencies appropriate to the relevant industry.</p> <p>Some understanding and description of aspects of broad concepts and issues related to industry or work.</p>	<p>Description of the relationship between some aspects of work-related issues, tasks, or practices in the workplace.</p> <p>Attempted investigation of some aspects of the nature of work-related and/or workplace issues, tasks, cultures, or environments.</p>	<p>Some reflective description and attempted evaluation of learning experiences in/about an industry.</p>
E	<p>Limited recognition of knowledge, skills, or competencies appropriate to the relevant industry.</p> <p>Recall of some aspects of broad concepts or issues related to industry or work.</p>	<p>Identification and attempted description of one or more work-related issues.</p> <p>Emerging recognition of one or more aspects of the nature of work-related or workplace issues or environments.</p>	<p>Recall of some learning experiences in/about an industry.</p>