

RETAIL DESIGN SIMULATION GAME - Wednesday 23 October 0930-1510 Hrs

<u>What did you learn</u>	<u>How will you use skills gained from this experience</u>	<u>Did you work well as a team?</u>	<u>General comments</u>
I learned a lot about the 'wider picture' in retailing, gaining an appreciation of the variables and their impact on profits. Also, the importance of aspects other than short-term profit such as a balanced portfolio	I'll use the same and elements of it as an illustration in class when covering such topics as the macro and micro environment and also in marketing	I think our team worked very well together	The game was great fun and very encouraging for us and for the students. A wee bit more explanation of the spreadsheet and its parameters at the outset would be very useful. All-in-all I enjoyed it very much and think it was a very effective learning tool
That students really enjoyed this type of work	Think about doing a similar back in class	We did yes	Fun day - interacting
More about the inner working of retail operations	Relate to theoretical framework. As close to retain life experience	Yes, interesting to work/"study" with other lecturers	Great idea, would like to play again. Realistic, but could be tweaked to be even more so
The various aspects of how a business is run and the interactions of all the discussions, especially when changes are required and the knock on affects in other areas	May be able to develop for utilisation in the classroom. I intend to propose the utilisation of this type of project for a new unit/assessment at Course Team (Retail)	Yes, we all worked to our strengths, and didn't fall out once!	A really great day. Good fun and a joy to see the students fully engaged in the tasks.
All aspects of the business can be affected if there's a break down with suppliers for example. It's highly important to be aware of micro and macro environment and find ways to adapt	I'll be more aware of changes internally & externally and try to keep one step ahead	Our team worked very well. We all helped each other & made decisions. Everyone participated. Good communication between everyone	Overall great experience. Liked the way it brought together everything we had learned throughout retail management - brought it all to life
Learned about pricing, budgeting and suppliers	Use them within my college course/module	Worked really well as a team	
Skills about marketing, suppliers, pricing and how a business is run	I will use them later in life through retail jobs	Yes very well	Very good and interesting. Gained lots of experience
How to put our lessons into practical use	Later in life in jobs & makes lessons more relatable	yes, I felt we worked well & all took our roles on well	

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The importance of working with suppliers to constantly improve the relationship. Impact of our prepared marketing campaigns to support product sales as well as the importance of pricing, decisions & stock buying	In real life situations such as group projects for college & uni. When I start my own business	Yes	was a lot of fun, would love to do it again
How important the supplier reputation and the pricing of products are	In my graded unit, college work and university	Sometimes	Game could have been more modern. Would like to do this game as a part of our course as it merged all units together
The importance of suppliers and how their actions can affect the outcomes of a business	Build on skills gained and continue to develop them through college and work	Yes and no, some disputes but we worked together to keep the business running with a profit	Really enjoyed the game, would recommend to anyone
I learned to be aware of factors when ordering stock levels eg realtor may cause stock to be late	When working with a team	yes. Every member of our team had an input and contributed to the final outcome	Very entertaining. Would recommend to a friend
The combination of skills developed, looking at the business as a whole, as opposed to from separate perspectives	I will use this by approaching my course and my future employment with better view of the "big picture"	Yes, mostly a lot of honest discussion, division on	Could have had the main process explained with slightly more clarity to avoid some initial confusion
How important it is to monitor your suppliers, how to ensure you do not over stock or understock	When carrying out my work experience placement	Sometimes, we worked well. There was some disagreements but were solved quickly	Good day out! Good way of interactive learning!
Learned new aspects of fashion and buyers. How to manage retail store with covering different areas	I will try to apply them at my work	Yes	It was a very good opportunity. College should do it more often
How one decision can impact the profit margin for a retailer	Can incorporate some ideas for classroom activities	Yes, very well	Very enjoyable experience, gave students the opportunity to incorporate and use the knowledge gained with their units taught in 1st year