

# Business Management challenge

Thinking about shopping...



We all have our favourite shop, don't we?

This challenge invites you to think about your own personal favourite. It might be a large high-street brand, a small retailer in your home town, a shop owned by a friend or family member, even an online retailer. Take a minute to think about what your absolute favourite shop might be.

## Now... the Challenge

### Step 1

With this shop in mind, start to consider what makes it your favourite. How does this link with your own personal preferences, opinions and values? Maybe think about:

- Customer service
- Ambience of the shop when you visit – how does this shop make you feel?
- Actual goods on sale (and prices)
- Does this retailer have a commitment to sustainability?
- What is their ethical stance?
- How do you think they treat their staff?
- How does this shop operate as part of its community?
- Why do you think it is better than its competitors?

Investigate social media and websites to collect a bit more information, including looking at customer reviews.

### Step 2

Create an attractive poster using a software tool of your choice. Use graphics, photographs and text to convey what this shop means to you and why it is important. This is not an advertising poster, it is meant to convey your thoughts and opinions. Save your poster as a PDF file.

A selection of posters will be displayed onscreen during Induction events and will be used as prompts for discussion. You will not be required to talk as an individual about your poster – we will take care of this. However, it is an opportunity to start your academic career off on a high note, so be as creative as you can!

### There will be prizes for the best posters

Submit your posters to [liz.cunningham@northumbria.ac.uk](mailto:liz.cunningham@northumbria.ac.uk) before **Friday 17<sup>th</sup> September 2021** using the subject line *Induction Challenge*, to be in with a chance to win.