

# Boots the Business

## Teachers' Notes

### INTRODUCTION

Welcome to the new Business Studies section at Boots Learning Store. These interactive programs have been developed to be accessed and used by students age 14-19 years who are following a range of Business Studies courses, namely - GCSE, Vocational GCSE, GNVQ and AVCE.

The content of the site is intended to help students develop their understanding of a range of business studies topics. The modules aim to bring theoretical knowledge to life by offering a realistic perspective on business issues, thus enhancing the quality of both teaching and learning.

The subject matter can be used to support student learning and assist with independent research. By combining factual information with graphical illustrations and interactive activities students can build on the subject matter developed in the classroom. In addition, a selection of worksheets are provided to help students consolidate their knowledge and understanding of the topics mentioned.

The material is organised into four modules and offers information on Boots the company, New Product Development, Boots Advantage Card and the use of ICT in a Boots store. The content is not criteria specific, however the subject matter features well amongst a range of business studies courses.

### Module 1 - BOOTS THE COMPANY

Students are invited to learn more about Boots. Factual information is provided on a range of internal and external factors that will help students develop an understanding of how the business is organised and managed. Information can be gathered on aspects such as the company history, mission statement and competition to name just a few. Students can use an accompanying worksheet to help them collect specific company details.

This module will prove to be of particular value to any student wanting to base a course work project on Boots. This factual information combined with a visit to a local Boots store will help students formulate an in-depth knowledge of the organisation. This module can form the foundations and platform for further research and investigation.

### Module 2 - NEW PRODUCT DEVELOPMENT

Students are introduced to the concept of new product development through *Hair Science*, a new range of Boots shampoos, conditioners, 2 in 1's and styling products. Students can learn about the stages of product development from idea to launch.

At each stage of the development process students can further develop their understanding of the activities involved - learn how new ideas are generated, market research is conducted, how packaging is designed, what legal issues must be considered, how the product will be advertised and promoted, what pricing structure will be applied and finally how the product will be evaluated through after-sales service and the use of the product life cycle model.

This module will help students to consider the activities involved in the marketing of a new product. Using the "real life" example of the *Hair Science* product range, launched in November 2003, students are able to match marketing theory with business reality.

Worksheets are provided on the process of *new product development* and the *product life cycle*. These are intended to help students strengthen their knowledge of these two key business topics.



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### Module 3 - BOOTS ADVANTAGE CARD

The Advantage Card is Boots' way of rewarding customers for their loyalty. This module will help students to formulate an understanding of how the card works, why the scheme was introduced, how it is managed, the Advantage Card and gathering customer information, links with marketing, benefits to customers and the customer service provision.

Working through the module students will be able to learn the importance of customer loyalty and the marketing activities needed to help maintain allegiance. Students will be able to identify that without customers an organisation can not compete effectively in the business environment. Strategies must therefore be introduced to sustain high levels of market share. A useful module which can be used to illustrate the importance of customers and an appreciation of their individual needs.

Worksheets provided can help students to understand *the importance of customer loyalty* to any organisation and also encourages them to think of alternative *strategies for maintaining a strong customer base*.

### Module 4 - ICT IN A BOOTS STORE

ICT is used throughout the Boots organisation for a range of activities. This module focuses particularly on the retail function and introduces students to the many ways in which ICT features.

Students can follow a logical process to illustrate how ICT is used at each stage of a typical *shopping experience*. Follow how ICT is used from the point of receiving stock in-store, to replenishing stock as and when products are sold to customers. The use of ICT for staff training and as a means of communicating between stores and Head Office are also covered.

This section will be of particular value to any student required to investigate the use of ICT in the business environment.

### OTHER WEBSITES

[www.boots-plc.com](http://www.boots-plc.com)

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