

## Some examples of language, literacy and numeracy use in *Retail and distribution*

### Literacy/ESOL

Speaking and Listening	Reading	Writing
<ul style="list-style-type: none"> <li>• Taking a telephone order, for example in a call centre, advising the potential customer on the features of a particular product</li> <li>• Listening to a description of a new product by a supplier or salesperson, noting key information for buyers and potential customers</li> <li>• Dealing with customer complaints on the telephone such as an unexpected increase in a standing order</li> </ul>	<ul style="list-style-type: none"> <li>• Reading company policy on an aspect of working conditions and making a note of key points for a meeting</li> <li>• Reading the key promotional materials for a product (posters, TV adverts, technical information etc.) and comparing adverts for effectively reaching target audiences</li> <li>• Reading information on a product, presented in table form and drawing conclusions to report back to a team</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a brief accident report on a work related incident involving a customer on the shop floor</li> <li>• Creating a survey of customer satisfaction for a product</li> <li>• Reviewing relevant literature on a specific product and turning it into a report with headings, sub headings and bullet points</li> </ul>

### Numeracy

Number	Measures, shape and space	Handling data
<ul style="list-style-type: none"> <li>• Carrying out a stock check and noting numbers of goods and which goods will need re-ordering /stocking</li> <li>• Calculating % increases and decreases, such as a 2% pay increase, 5% discount on goods or services or a change in VAT</li> <li>• Cashing up at the end of the day and ensuring till receipts and money taken correspond but noting any differences</li> </ul>	<ul style="list-style-type: none"> <li>• Using judgements of size when packing / storing /stacking 3-D shapes of the same size on a shelf or for a display, e.g. cans (cylinders), boxes (cuboids)</li> <li>• Comparing and discussing ways of writing 'sell by' and 'use by' dates on food labels or other products.</li> <li>• Sizing and weighing goods for customers e.g. perishable foods sold loose, fabrics on the roll, dress sizes</li> </ul>	<ul style="list-style-type: none"> <li>• Extracting information from tables in price lists e.g. catalogues, brochures, company websites etc.</li> <li>• Extracting and interpreting information from straight-line graphs such as conversion graphs, sales figures</li> <li>• Identifying suitable methods for collecting and recording different data, e.g. counting (stock checks), tallying (traffic flow, oral survey), questionnaire and analysis (written survey)</li> </ul>