

6003-022/522 Level 2 Beauty Retail

Version 1.1 – September 2017

## Sample Mark Scheme



<b>1</b>	
What do the following Beauty Retail acronyms stand for? a) AUS.  b) POS.	(2 marks)
<b>Answer</b> 1 mark for each of the following, to a maximum of 2 marks a) Average Unit Sales. b) Point of Sale.	

<b>2</b>	
State <b>three</b> benefits to a brand of using social media to attract customers.	(3 marks)
<b>Answer</b> 1 mark each for any of the following, to a maximum of 3 marks <ul style="list-style-type: none"> <li>• Instant promotion of products.</li> <li>• Increases brand visibility.</li> <li>• Lower cost than traditional advertising methods.</li> <li>• Quick to implement.</li> <li>• More interaction with customers.</li> <li>• Reaches a wider audience.</li> <li>• Can target a specific audience.</li> <li>• Improved brand loyalty.</li> </ul>	

<b>3</b>	
Explain the use of questioning techniques throughout the customer journey.	(6 marks)
<b>Answer:</b> 1 mark for each of the following, to a maximum of 6 marks. Open questions should be used at the beginning of the journey (1) to establish the customer's needs (1). Probing questions should be used throughout the conversation with the customer/in the middle (1) to gather more information/detail (1). Closed questions should be used at the end of the journey (1) to confirm understanding/close the sale (1).	

4	
State <b>two</b> factors that must be considered to ensure a successful product promotion.	(2 marks)
<b>Answer</b> <b>1 mark each for any of the following, to a maximum of 2 marks</b> <ul style="list-style-type: none"> <li>• Enough stock.</li> <li>• Suitable number of staff.</li> <li>• Suitable space available.</li> <li>• Availability of customers.</li> <li>• Promotion advertising.</li> </ul>	

5	
Explain why sales targets are used within beauty retail.	(4 marks)
<b>Answer</b> <b>1 mark each for any of the following, to a maximum of 4 marks</b> <ul style="list-style-type: none"> <li>• Helps the business to achieve goals (1) grow turnover (1), measure employee performance (1), which increases profits (1).</li> <li>• Motivates employees (1), to sell new/slow moving products (1) by providing an opportunity to earn commission (1).</li> </ul>	

6	
Describe the characteristics of the following beauty retail distribution channels.	
a) Department stores.	(2 marks)
b) Stand-alone stores.	(2 marks)
<b>Answer:</b> <b>a)</b> <b>1 mark each for any of the following, to a maximum of 2 marks:</b> Department stores: <ul style="list-style-type: none"> <li>• Have a mixture of brands/categories/departments.</li> <li>• Can have concessions.</li> <li>• Footfall is high.</li> <li>• High advertising budget.</li> <li>• Plus any other suitable response.</li> </ul> <b>b)</b> <b>1 mark each for any of the following, to a maximum of 2 marks</b> Stand-alone stores: <ul style="list-style-type: none"> <li>• Independent.</li> <li>• Can be multi-brand or one brand.</li> <li>• Footfall can be low.</li> </ul>	

<b>7</b>	
a)	List <b>four</b> contra-actions that could occur after applying a beauty product. (4 marks)
b)	State <b>two</b> actions to take to remedy the situation. (2 marks)
<b>Answer:</b>	
a)	1 mark for each of the following <ul style="list-style-type: none"> <li>• Irritation</li> <li>• Allergic reaction</li> <li>• Redness</li> <li>• Swelling</li> </ul>
b)	1 mark each for any of the following, to a maximum of 2 marks <ul style="list-style-type: none"> <li>• Remove the product immediately</li> <li>• Apply a cold compress to the affected area</li> <li>• Keep the area away from heat</li> <li>• Refer to a medical practitioner</li> <li>• Rinse with water.</li> </ul>

<b>8</b>	
Explain the main benefits of demonstrating products on counter.	(6 marks)
<b>Answer</b>	
1 mark each for each identification to a maximum of three, 1 mark for the linked explanation to a maximum of 6 marks:	
<ul style="list-style-type: none"> <li>• They increase sales (1) by allowing a customer to experience a product (1).</li> <li>• Can provide education/training to customers on the correct application (1) and can lead to repeat business (1).</li> <li>• Can lead to additional product sales (1) through up-selling/link selling (1).</li> <li>• Promotes activity on the counter (1) which helps promote the brand (1).</li> </ul>	

<b>9</b>	
State <b>two</b> hair conditions which can influence the choice of hair care product.	(2 marks)
<b>Answer:</b>	
One mark each for any of the following, to a maximum of 2 marks:	
<ul style="list-style-type: none"> <li>• Dry.</li> <li>• Damaged.</li> <li>• Chemically treated.</li> <li>• Coloured.</li> <li>• Oily.</li> </ul>	

10

A luxury brand, which has counters in several department stores, is underperforming by minus 35% to their annual sales target after 6 months of the year. The brand sells skin care and a small amount of make-up products.

Discuss the ways in which the brand can improve their sales performance.

(12 marks)

### Indicative content

Candidate's discussion may include, but is not limited to, the below considerations:

- Image of the brand – ensuring staff are trained and adhere to image requirements, uniform, product image and packaging, points of sale presentation (counter, use of advertising on the counter)
- Products – product types and product focus (skin care, make-up, fragrance, hair, expanding product range), promoting any cult or award winning products, use of new product launches and promotions, demonstrating products
- Advertising – use of social media, celebrity endorsements, tv campaigns, magazines, PR, timing of advertising, loyalty schemes (gift with purchase, discounts) to encourage sales and repeat business
- Retail distribution – where to stock/sell (consider online sales), investigate competitors
- Sales techniques and communication – use of different sales techniques (traffic stopping, appointments, master classes), use of demonstrations to attract customers to counter and to purchase additional products, communication techniques, value added experience
- Job roles – e.g. use of skin care specialists, make-up artists to provide extra expertise

### Band 1 (1-4 marks)

Basic one sided discussion, with few examples used to illustrate a clear understanding of the industry and the ways to improve sales for the brand. Points raised were unclear and often inaccurate or irrelevant. Little or no comparison made between the various options available for increasing sales performance or with existing brands within the industry. Little or no links have been made between the information presented and suggestions made. Reasons for the choices made are not supported within a final conclusion.

To access the higher marks within the band, the candidate has shown an understanding of the beauty retail environment and made some attempt to draw a conclusion of the ways in which the brand can improve its sales.

### Band 2 (5-8 marks)

Detailed discussion, with several options for improving the brand's success considered and supported with examples. Points raised are generally accurate and the candidate has attempted to make comparisons between the various options available, but lacks depth of understanding to make a full comparison. Some evidence of conclusion made, with some justification for choices.

To access the higher marks in the band, the response will be clear and choices made are fully justified.

### Band 3 (9-12 marks)

Comprehensive and clear evaluation made, with a clear, in depth understanding of the beauty retail industry, sales options and products evidenced. A wide range of relevant and accurate options are discussed in depth and supported by examples. Clear and well supported links between the points made and why this will improve sales performance. A well considered and balanced evaluation has been provided, with other brands used as a comparison to show the opportunities that the brand can make use of. The candidate has considered advantages and disadvantages of the range of

options discussed, and come to a clear conclusion. Their final choices are fully justified and supported.

To access the higher marks in the band, the candidate has shown imagination and innovation when considering options available to the brand and in making final suggestions. The candidate also considers long term options for sales and thinks further than the annual target that the brand is trying to meet.