



24 May 2017

Charlotte Bosworth
Director
OCR (Oxford Cambridge and RSA Examinations)
Skills and Employment
Westwood Way
Coventry
CV4 8JQ

Dear Charlotte

As a successful UK retailer of audio visual equipment we operate both online and on the highstreet, with 53 stores across the UK. Operating in such a competitive market, means that we place great emphasis on meeting the needs of our customers, and providing them with outstanding service. It is against this background that we were delighted to be consulted in the development of the qualifications listed below:

- 603/1240/3 Level 2 Cambridge Technical Diploma in Retail
- 603/1230/0 Level 2 Cambridge Technical Diploma in Business Administration
- 603/1237/3 Level 2 Cambridge Technical Diploma in Customer Service

I am happy to confirm that the content of these qualifications is both relevant and up-to-date in preparing those who are looking to work within these sectors with the knowledge and skills that they will require.

I am confident that the units that make up the retail qualification named above would develop the practical skills that we seek when recruiting for positions within our stores, and would provide a good base for further career progression.

The Customer Service qualification named above would provide the practical experience required to deal with customers, and would be good preparation for either face-to-face or remote customer interaction.

Staff employed within administration posts would certainly require the skills and knowledge that the Business Administration qualification named above would provide and as such would be a suitable step for those looking for a career in this area.

I believe that the subject knowledge combined with the practical hands-on experience that these qualifications develop would put any young person who had completed them in a strong position when applying for relevant jobs within these sectors

Yours sincerely,

David Robinson
Chairman
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