

Convenience & Large Stores



To be completed in advance of  
the interview day

# Candidate Instructions

Store Walk: Store Manager  
Recruitment

Candidate Name:



# Overview of Tasks & Timings

## Part 1 - Completed prior to the interview day

### Task 1

(Completed prior to the interview day)

Store Walk Schedule and Presentation Preparation (1hr 30 mins)		
1 hour	Store Walk	• Complete the store walk at your chosen store
30 mins	Presentation Preparation	• Prepare to present your findings of the store walk to an observer on the interview day

### Task 2

(Completed prior to the interview day)

Data Dashboard Preparation (10 mins)		
10 mins	Data Dashboard	• Pull out 3 things that stand out to you and prepare to present this back to the observer on the interview day

## Part 2 - Completed as part of the interview day

### Task 3

(Completed on the interview day)

Interview Day (1hr 30 mins)		
5 mins	Store Walk	• Presentation preparation time
10 mins	Store Walk	• Sharing your ideas and answers to the store walk questions
15 mins	Store Walk	• Questions from the observer based on your store walk presentation, in which they will explore your views further
10 mins	Data Dashboard	• Share your 3 key observations from the data dashboard
30 mins	Behavioural Interview	• 4 behaviours are assessed

# Store Overview of the exercise – Store Manager

This exercise is designed to assess your level of commercial awareness, your understanding of Co-op's Food Stores and the communities they are based in, your ideas and suggestions about how they are currently run, and any improvements that could be introduced.

The exercise consists of two parts:

## **Part 1 - (completed prior to the interview day)**

### **Task 1 - Store Visit**

Before coming to the interview day, you need to visit a Co-op Food Store. Please ensure the store you visit is part of the Co-op Group as there are a number of independent Co-ops which are run differently and use different systems and processes. You can find your local Co-op store by visiting the website, [www.coop.co.uk](http://www.coop.co.uk).

The instructions that follow provide more information about what you need to do as part of the visit, but essentially the purpose is to gather information about the store, so that you can formulate your own ideas and share these with an observer at the interview day (details are provided on page 3).

#### **Arranging your visit:**

- Please contact your preferred store directly to arrange a convenient time
- Please note you must arrange a time for the visit that is convenient both for you and for the store in question

### **Task 2 - Data Dashboard**

Before coming to the interview day, you need to look at the data dashboard (page 6). The instructions that follow provide more information about what you need to do with the data, but essentially the purpose is for you to use the information to demonstrate your commercial understanding (details are provided on page 5)

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## **Part 2 - (completed as part of the interview day)**

### **Task 3 - Interview Day**

At the interview day, you will be invited to present your ideas from the store visit and to an observer, to discuss these and to respond to any questions they may have.

You will also need to talk through what you have pulled out from the data dashboard.

Finally you will have to complete a behavioural interview.

# Instructions

## Task 1 - Store Visit

- When you arrive in store, please let the Store Manager know that you have arrived and introduce yourself
- As part of your visit to the store, you will have access to both the store itself and also any 'back of house' facilities, such as store rooms or warehouses. It is important to consider both aspects of the store when formulating your ideas
- You will be walking around the store on your own and can make notes about your observations
- We suggest that you spend no more than **1 hour** in the store collecting information and no more than **30 minutes** analysing the information you have gathered and preparing how you will present your ideas back

### The task:

You will have the opportunity to walk around the store, make observations and speak to the colleagues and customers.

As you walk around the store, please consider the following points:

- What do you think is working particularly well in the store?
- How well do you think it is functioning operationally?
- How are colleagues performing in the store?
- What do you think could be improved?
- Please describe the customer experience
- What do you think are the top three pieces of feedback that customers may provide about the store?
- How would you make sure the store reflects the needs of the community it serves?
- Colleague and customer feedback

In your responses, you can refer to all aspects of the store and how it runs.

### Preparing for sharing your ideas:

Following on from your visit to the store, you should prepare how you are going to share your ideas with the observer. You can share your ideas however you wish, and **do not** need to prepare a formal presentation.

Please note that laptops/projectors will not be available at the assessment event, so you will need to bring 3 hard copies of any visual aids you feel support the discussion.

Please do not spend more than **30 minutes** preparing for the meeting with the observer.

### At the interview day:

There are two elements to this task:

- Sharing your ideas: present your views and ideas in response to the questions detailed above
- Question and answer session/discussion: the observer will explore your views further

# Instructions

## Task 2 - Data Dashboard

Please review the dashboard on page 6. The dashboard doesn't relate to the store you observed, it is just an example and view of an average store.

### The task:

- Please pick 3 key things that stand out to you in the data dashboard
- Be prepared to give a reason as to why you think these are key and talk through any action you would take to support these things.

### Preparing for sharing your ideas:

You should prepare to share your ideas with the observer. You can share your ideas however you wish, and **do not** need to prepare a formal presentation.

Please do not spend more than **10 minutes** preparing this task for the meeting with the observer.

### At the interview day:

- Sharing your ideas: present your views and ideas based on the 3 key things that stand out to you in the data dashboard

# Data Dashboard:

## June Monthly Profit and Loss account

### Glossary of Terms

YOY – Year On Year: comparison to the previous years

LY – Last Year: comparison against the year just gone

YTD – Year To Date

Tar – Target

RTI – Waste as a %

Community Wallet – how much money has gone into the social causes Co-op supports

Department Key Performance Indicator Breakdown				
KPIs	Target	Actual	Period vs Target	YTD vs Last Year
Turnover £	£191,028	£230,500	+£39,473	+£41,300
Turnover YOY %	5%	26.6%	+20.66%	6%
Stock Loss rate	0.5%	1.2%	+0.7%	+1.0%
Stock Loss £	£900	£2,766	+£1,866	+£1,200
Cash Loss	£0	(£420)	(£420)	(£220)
Retail Waste - Rate	1.57%	2.16%	+0.59%	0.39%
Retail Waste - £	£3,000	£5,000	+ £2,000	+£2,800
Personnel Costs - Rate	9%	9.5%	0.5%	0.7%
Personnel Costs - £	£17,192	£21,897	(£4,705)	(£3,705)
Membership Transactions	20.0%	12.0%	-8.0%	-6.0%
Community Wallet		£98.	-	-
On Shelf Availability	98.0%	95.0%	-3.0%	-1,6%
Scanning Accuracy	85.0%	75.0%	-10.0%	-5.0%
Average Number of Basket items		5.6	-	+0.2
Number of Transactions	49,765	50,000	-	+335