# Retail and E-tail Industry Quiz – ANSWERS

1. How many people does the Retail and E-tail Industry employ in Leicester and Leicestershire?
   1. **42,000**
   2. ~~4,000~~
   3. ~~60,000~~
2. How are physical stores innovating the in-person shopping experience? Which of the following is NOT given as an example?
   1. ~~Beauty Treatments~~
   2. ~~Music Events~~
   3. **Free Tickets**
   4. ~~Cafes~~
   5. ~~Family Fun Events~~
3. BooHoo Chief Innovation Officer, Jo Graham, describes retail as…?
   1. ~~Challenging, rewarding and innovative~~
   2. **Exciting, ever changing and evolving**
   3. ~~New, exciting and pioneering~~
4. What percentage of all purchases are online?
   1. **30%**
   2. ~~33%~~
   3. ~~70%~~
5. What key worker roles in retail don’t you see? The video mentions 6, how many can you write down?
   1. **Buying, Merchandising, Stock Control, Logistics, Accountancy, Data Analytics**
6. There are four types of physical shopping experiences mentioned. Can you write down the local example given in the video next to each of the below?
   1. Large shopping centres **– Fosse Park**
   2. Small boutique shopping centres **– St Martins**
   3. Retail Head Quarters **– Next, Joules or Dunelm**
   4. Shopping experiences **– Everards Meadow**