

BrightCart | Student activity pack

The business challenge

BrightCart is a fictional online retailer. Orders have doubled in six months, but staffing has remained unchanged.

Current problems	Available resources
Customer enquiries are delayed; order errors are increasing; staff are struggling with workload. The owner also manages marketing and recruitment.	The business can afford ONE new full-time employee this quarter and short training courses for existing staff.

Your task

Act as BrightCart's management team. Identify the main skills gaps, recommend one role to recruit, and decide which skills existing employees should develop. Use the case study to justify your choices.

Recruitment options

Possible role	What this person could contribute
Customer Service Advisor	Respond to customer enquiries, resolve complaints and improve communication.
Operations Coordinator	Coordinate order processing, reduce errors and help manage daily workloads.
Marketing Executive	Plan promotions, digital marketing and customer engagement.
HR / Recruitment Officer	Support hiring, onboarding and staff development.

You may recommend another role if you can explain why it fits the case better.

Step 1 | Identify the skills gaps

Business problem	Skill or capability needed	Why does it matter?
Delayed customer enquiries		
Increasing order errors		
Staff struggling with workload		
Owner managing several functions		

Step 2 | Make your recommendation

Which ONE role should BrightCart recruit first?

Give TWO reasons for your choice, using evidence from the case.

Which TWO skills should existing staff develop through short training?

How would you know whether your recommendations worked?
