

Year 10 Students Gain Insight into the World of Retail at The Entertainer Head Office



A group of Year 10 students recently visited the Head Office of **The Entertainer** in Amersham, gaining a fascinating behind-the-scenes insight into one of the UK's most successful retailers.

The Entertainer is the UK's largest toy retailer, specialising in toys, games and children's entertainment products. Founded by Gary and Catherine Grant in Amersham in 1981, the business has grown from a single store into an international company with over 160 UK stores and 147 stores across 15 countries.



During the visit, students met employees from a range of departments, including Buying, Merchandising, Quality Assurance, Legal, International, Digital Marketing, Finance and Data, learning how each team contributes to the company's success.

One of the highlights was hearing from the Quality Assurance team, who explained how toys are rigorously tested to ensure they are safe, compliant and suitable for children before reaching store shelves.

The International team showcased The Entertainer's global reach, while the Digital Marketing team explained how SEO, influencer marketing and affiliate marketing help grow the brand and connect with customers online.

Students were also inspired by the career journeys of many employees, several of whom began on the shop floor before progressing into specialist and leadership roles within the business.

Adding to the experience was the creative office environment, with meeting rooms themed around popular brands such as Star Wars, Pokémon and Barbie.



The visit provided a valuable insight into the wide range of careers available in retail and demonstrated how different teams work together to achieve success. It also reinforced that, even in an increasingly AI-driven world, communication, teamwork and people skills remain essential in the workplace.

Overall, the experience was both educational and inspiring, broadening students' understanding of the modern workplace and the diverse opportunities available within the retail sector.

“I loved the themed meeting rooms” Ayaan

“It was interesting finding about all the different career paths” George

“The quizzes were fun” Polly

“I enjoyed every part of this work experience trip” Megan