

Atkinsons case



Case requirements Atkinson Atkinson have been trading as a department store on the Moor In Sheffield for over 50 years. Two of the directors are friends of your parents. They have asked you and a small group of your colleagues to cast an eye over the business and offer some Impartial advice as to its future direction. You were provided with the publicly available statements of the group, data from FAME Is also available on the Internet through literates.. Whilst passing through the Meadowland Centre you notice that there are some new units being developed.

A number of businesses such as Deadbeats and Thornton have outlets In both Sheffield and Meadowland whilst others such as House of Fraser have moved out of the city centre altogether. You have contacted Meadowland Properties PL and have received a letter in return which sets out the availability and costs of leasing a new unit in the Meadowland Centre. You have also acquired information from Sheffield City Council containing demographic and other information [http:" www. Creditworthiness. Co. UK/](http://www.Creditworthiness.Co.UK/) [http:" www. Sheffield. Gob. UK/your-city-council/Sheffield-facts-figures](http://www.Sheffield.Gob.UK/your-city-council/Sheffield-facts-figures)

You are required to attend a meeting with the two directors to make a presentation (power point facilities are available) on your findings.

Assessment weighting Learning outcomes Weighting % 1 . Identify subject skills and knowledge appropriate to problem this is reflected In outcome 2 2. Assess difficulties in clearly defining problem areas (Including analysis of position) 30 3. Apply and integrate previously acquired subject skills outcomes 2/4 4. Acquire, classify organist and evaluate Information In a suitable format for the application of decision making techniques 30 5.

Communicate proposed course of action and answer questions 40

Meadowland Properties PL Sheffield Dear Sir Thank you for your recent enquiry concerning the leasing costs for the units to be completed at the Meadowland Centre in late 2008. To give you some idea of the size of the units, Deadbeats occupies a site of 125, 000 square feet. Leases will run to the December 2032 and will be renewable at that date subject to negotiation. All rents will be increased annually in line with the change in the retail price index excluding mortgage payments. Size Annual rent Unit 1 125, 000 square feet unit 2 60, 000 square feet

IEEE, OHO unit 3 40, 000 square feet IEEE, OHO In addition to these rental costs, there is a service charge payable to ourselves. At the moment this is EH. 30 per square foot per annum for the first 25, 000 square feet, half this rate for the next 25, 000 square feet and a quarter of this rate for anything over 50, 000 square feet. This charge covers all communal areas, supervision of car parking etc. Tenants are, of course, responsible for the payment of business rates. We thank you for your interest and look forward to hearing from you in the near future. Yours faithfully Alexander Goodyear (Customer Services Director)