

Sales development and merchandising essay sample



Task A Research report describing the elements of the product in a business and services context After selecting a hotel of your choice, carry out an individual research into the element of the product of this hotel, and produce a written report of your findings which should include: a) A discussion about the key components of the product and how the product mix contributes to sales and profit (ref. 1. 1, 1. 2) b) An assessment on how market segmentation contribute to maximise sales (ref. 1. 3) Task B Research report describing the external sales development techniques Carry out an individual research into external sales techniques using the same hotel you selected for task A and produce a written report of your findings which should include: a) A discussion about the factors affecting buyer behaviour (ref. 2. 1) b) An assessment of the advertising media that could be used for sales development situations (ref. 2. 2) c) An evaluation of the use of external merchandising to maximise customer volumes (ref. 2. 3)

Task C Research report describing the internal sales promotion and merchandising Carry out an individual research into internal sales techniques using the same hotel you selected for task A and produce a written report of your findings which should include: a) An assessment of the influence of design and layout on customer spending (ref. 3. 1) b) A review and evaluation of the effectiveness of internal merchandising materials(ref 3. 2) c) An evaluation of different promotional activities according to different scenarios (ref. 3. 3) Task D Research report describing the role of staff in maximising sales Carry out an individual research into the role of staff in sales using the same hotel you selected for task A and produce a written

report of your findings which should include: a) An evaluation of personal selling techniques (ref. 4. 1)

b) A discussion about the influence of operational design on sales revenue (ref 4. 2) c) Key principles that should be included in a sales training programme (ref. 4. 3)

Achievement of a pass grade

A pass grade is achieved by meeting all the requirements defined in the assessment criteria for each individual unit.

Achievement of a merit or distinction grade

All the assessment criteria and merit grade descriptors need to be completed within a unit to achieve a merit grade.

All the assessment criteria, merit and distinction grade descriptors must be completed within a unit to achieve a distinction grade.

Merit Description

Distinction Description

M1 identify and apply strategies to find appropriate solutions M2

select/design and apply appropriate methods/techniques

M3 present and communicate appropriate findings

D1 use critical reflection to evaluate own work and justify valid conclusions

D2 Take responsibility for managing and organising activities D3

demonstrate convergent /lateral /creative thinking

If an extension is necessary for a valid reason, requests can be made using

a course work extension request form available from the college. Please note <https://assignbuster.com/sales-development-and-merchandising-essay-sample/>

that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension.

The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

Any act of plagiarism and collusion will be seriously dealt with according to the regulations. In this context the definition and scope of plagiarism are presented below:

‘ Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include¹: the verbatim (word for word) copying of another’s work without appropriate and correctly presented acknowledgement; the close paraphrasing of another’s work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement; unacknowledged quotation of phrases from another’s work;

The deliberate and detailed presentation of another’s concept as one’s own.’ All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

‘ Collusion occurs when, unless with official approval (e. g. in the case of group projects), two or more students consciously collaborate in the preparation and production of work which is ultimately submitted by each in an identical, or substantially similar, form and/or is represented by each to

be the product of his or her individual efforts. Collusion also occurs where there is unauthorised co-operation between a student and another person in the preparation and production of work which is presented as the student's own. (ibid)'