

Business – college essay



**ASSIGN
BUSTER**

BMKT611 Retailing Semester 1 September 2012 Module Study Guide Module overview.... p2 Approach to study.....p3 Learning resources.....
 p4 Assessment..... p6 Programme of study..... p11 Retailing BMKT611 Module
 LeaderZena Lutrin M122, ac. uk.

YOU MUST HAVE CONFIRMATION OF YOUR STORE CHOICES BEFORE YOU PROCEED UK presence Each company should be a multi-store retailer (chain) although they do not need to be public companies, UK owned or national chains they should have a presence of three or more sites in London. Same market sector and segment The pair of stores to be analysed is subject to module leader's agreement (if in doubt discuss this with your seminar tutor). . (based on both desk research and store visits) Research should be broad and deep. Read retail theory, sector and company information and observe stores.

Evaluates the retailers' retail strategy in the light of its competitive environment Some of the material to be covered: •The overall sector's position •The retailers' strategies for dealing with the environment •The retailers' strategies for dealing with the competition they face •Target market(s), competitive positioning Evaluates the retailers' implementation in the light of its competitive environment The report should address the main operational issues in the light of the target market(s) and competitive positioning identified •range of merchandise •pricing •customer communications •service offering location •store ambience, layout and communication Conclusions The report should make clear your assessment of how successful each of the retailers have been both in the selection of a

strategy to follow and in its implementation. Assessment criteria Analysis and evaluation of retail strategy and management exhibited by selection of appropriate theory and example. This involves the quality and sources of the information collected during the research and the skill used in selection, analysis and presentation (including your own research deepening and broadening your knowledge and understanding of retail theory).

Ability to analyse retail situation in the competitive environment demonstrated by the application of the theory. This involves the degree of insight shown in the analysis and evaluation of strategy and implementation made on the basis of research findings (secondary research and observation) Critical evaluation of the relationship between elements of strategy and the retail mix exhibited by explanation and justification of answer.

This involves synthesising the different aspects of strategy and implementation to provide your (evidenced) views on the effectiveness of the strategy and implementation of the retailers being examined Your ability to work to a deadline, to length, producing a systematic, well structured and organised, professional looking report, with full sourcing of all quoted material, including all material drawn from your own observations A cautionary note You will not be able to find all the information you want.

For example, some of the major retail brands are part of larger companies and information about specific brands is not always available. Additionally some of the major retail companies are private companies (eg Indetex which owns Zara and Massimo Dutti and more, Arcadia which owns Top Shop, BHS, Miss Selfridge, Wallis and more) and it is very difficult to find detailed

published financial information about some chains. Unfortunately this is the state of the real world. You have to do the best you can and may need to make estimates and reasonable assumptions.

This is a fact of business life. Through the library you have access to just about as much published information as a business analyst working on a takeover of one of these businesses. You have to do the best you can with what you can get. Plagiarism All the work you submit for assessment must be your own work. You are reminded that you must not attempt to pass off another's work as your own, whether it is from other students, academics or academic publications, trade sources, journalists, Wikipedia, websites or whatever. The secret is to give proper sources.

The library publishes an excellent resource called 'Referencing your work' <http://www.wmin.ac.uk/page-3687>. BMKT611 Retailing Final Assignment Characteristics of answers at different grades Assessment criteria

1 – 3 (0 – 19%)	4 – 7 (20 – 39%)	8 – 9 (40 – 49%)	10 – 11 (50 – 59%)	12 – 13 (60 – 69%)	14 + (70+ %)
-----------------	------------------	------------------	--------------------	--------------------	--------------

Analysis and evaluation of retail strategy and management exhibited by selection of appropriate theory and example. This involves the quality and sources of the information collected during the research (20%) [including your own research deepening and broadening your knowledge and understanding of retail theory].

Little or no research effort data or retailing Irrelevant information and/or theory presented
A little effort, not much besides Wikipedia and company
May be irrelevant information and/or theory presented
A little effort to research the industry and/or market and/or retailing. Little less relevant

material Some effort to research the industry and/or market and/or retailing.

Mintel minimum Research covers data, industry and retail. There may evidence of additional individual study of theory. Broad range of sources, covers data, industry and retail with good depth in at least one area.

There may evidence of additional individual study of theory. Analysis and evaluation of retail strategy and management and the skill used in selection, analysis and presentation (20%) Partial coverage, no depth, little analysis Partial, some effort to cover brief but insufficient analysis Covers most of the major issues, descriptive, variable depth or partial with some attempt to analyse Covers most of the major issues, not entirely descriptive, appropriate use of some analytic techniques. Covers most of the major issues, mainly analytic stance, appropriate use of several analytic techniques.

May be some less relevant material. Depth and breadth of analysis appropriate for the subject matter with little irrelevant material Ability to analyse retail situation in the competitive environment demonstrated by the application of the theory. This involves the degree of insight shown in the analysis and evaluation of strategy and implementation made on the basis of research findings (secondary research and observation) (20%) Answer based on general business knowledge and experience as a consumer. The answer is not well linked to brief Some analysis may be relevant.

However does not have enough knowledge and analytic skill to provide a coherent answer to the brief Some analysis is exhibited through application; or good description and/or overview of theory with little application Adequate

grasp of relevant theory and some analytic skills demonstrated in application to the analysis Good grasp of relevant theory with strong application. Good grasp of relevant theory, used in excellent retailing led analysis Critical evaluation of the relationship between elements of strategy and the retail mix exhibited by explanation and justification of answer.

This involves synthesising the different aspects of strategy and implementation to provide your (evidenced) views on the effectiveness of the strategy and implementation of the retailers being examined (20%) Little or no critical evaluation. Interrelationships not recognised. Partial coverage of mix elements. Some credit may be given for relevant evaluative observations. Partial coverage of mix elements. There is little critical evaluation or insight into relationships between elements. Most mix elements covered.

There is a little critical evaluation and some appreciation of some interrelationships between elements There is some appreciation of some interrelationships Some evaluative skills are exhibited through explanation and justification. The answer contains evidence of critical analysis some evaluation. The answer contains evidence of awareness of interrelationships and/or synthesis. All elements of the mix are covered The whole report is evaluative, judgements are well justified and the material is well integrated. All elements of the mix are covered at the appropriate level for the importance of the material in the overall analysis.

Presentation: Your ability to work to a deadline, to length, producing a systematic, well structured and organised, professional looking report, with

full sourcing of all quoted material, including all material drawn from your own observations (20%) Attempt at organization not obvious, little effort put into presentation of material, limited or inconsistent references. Poorly organised, insufficient though and effort put into presentation of material, partially referenced The assignment flows logically although it may not be well geared to present the answer.

Presentation is neat, with some use of headings, charts, graphs The assignment shows some organisation with some effort to marshal an argument in response to the brief. Good attempt to reference work not always consistent The answer shows an organised progression of argument/explanation that goes a good way to answering the brief. Near professional appearance. Referencing mostly robust Professional appearance. The answer is well organised and structured to answer the brief. Appropriate division of material between main body and appendices. Full sourcing Programme of Study Date

Topic no Lecture Programme Seminar Programme 25/09/13 1 Introduction, Classifications of retailing, The Retail Mix, Introduction to the module and fellow students 02/10/13 2 Strategic Model for Retailers, Competition, SWOT Model for Retailers, PESTLE 09/10/13 3 Globalization, Topology of choices Analysing the competitive context 16/10/13 4 Consumer choice Consumer choice criteria 23/10/13 5 Positioning Positioning coffee/fast food outlets 30/10/13 6 Merchandise and buying The role of merchandise in the Retail Mix 06/11/13 7 Store ambience Analysing the elements of ambience 3/11/13 8 Multi- channel strategies Analysis of strategic options and operationalization of strategies 20/11/13 9 Service and HRM Tutors will provide feedback on <https://assignbuster.com/business-college-essay/>

structure and coverage of draft final assignments brought to seminar in hard copy 27/11/13 10 Security and systems, the role of IT Tutors will provide feedback on structure and coverage as above 04/12/13 11 Review Tutors will provide feedback on structure and coverage as above 13/12/13 Reading week Tutors will provide feedback on structure and coverage as above 06/01/14 Coursework due BY 13. 00 (1pm)