FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 2

RETAIL MANAGEMENT

BRM711S
Dear Students

Question 1

This question was for Multiple Choice Questions

Question 2

2.1 The steps in Strategic Planning where the majority of you have done well. The majority of you did well; you’ve identified and then applied the steps to relate them to Zara retail business. Well done. (14)

2.2 This question was about controllable (internal factors) as well as uncontrollable (external factors). You explained very well on how Zara is going through this situation and possibly to overcome these challenges which may affect its ability to perform well. (10)

2.3 Once you list the concepts or principles and then demonstrated clearly how Zara go about retail concepts. Well done, you’ve done it! (10)

2.4 Here you have to advice how Zara can improve on e-tailing (e-commerce) strategies. Well done, though some of you had to struggle to get it right. (6)

Question 3

3.1 Here you described the value chain for retailers where they are expected in the process of distribution where consumers receives some benefits such as parking’s, enough space between shelves, trolleys to carry the items inside and outside the premises. Well done!! (10)
3.2 This was about Retail charter on how the Kalibeza Rice in Namibia is struggling to gain the shelves in the local retail stores. Well done, many of you have to familiarise yourself with local media and then. (15)

3.3 The relationship the Data warehouse, data mining and micromarketing have on retailer information system. Well done. (15)

Congratulations we are almost there!!