FEEDBACK TUTORIAL LETTER

2nd SEMESTER 2019

ASSIGNMENT 2

MANAGEMENT CONSULTING
(MCG821S)
ASSIGNMENT 02:

Discuss exactly how you would undertake a typical management consulting project from the TOURISM industry and what the final consulting report would look like (structure & contents) when you deliver it to your client.  

100 marks

Your answer to the above mentioned assignment has been assessed as follows:

- Application and reference to the relevant theory contributes a 40% weight to the final mark;
- Your discussion should not have been merely listing, naming or providing the facts from other sources, but should have been well and uniquely argued. This discussion contributes an extra 10% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- Use of your own words in your answers or discussion contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- Use of practical examples to clarify or further explain the concepts in your answer contributes an extra 10% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- When you refer to certain sources in your answers, you should have applied the APA House style referencing technique. Correct referencing in your answer contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above;
- The correct use of the English language, grammar, spelling and syntax in your answer contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above;
- Your final mark was lastly adjusted according to the indicated Turnitin similarity % on a sliding scale. If the indicated similarity % is less than 20%, you were credited with an additional 25% of the mark obtained for the relevant theory discussion in point one above. A sliding scale have been applied if the indicated similarity % is higher than 21% as follows: an extra 20% of the mark obtained in point one above was added if your similarity % is between 21 – 30%; an extra 15% of the mark obtained in point one above was added if your similarity % is between 31 – 40%; an extra 10% of the mark obtained in point one above was added if your similarity % is between 41 – 50%; an extra 5% of the mark obtained in point one above was added if your similarity % is between 51 – 60%; If your similarity % is higher than 60%, you have received no additional marks added to your final mark.
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>No performance Factor 0</th>
<th>Almost no performance Factor 1</th>
<th>Poor performance Factor 2</th>
<th>Less than average Factor 4</th>
<th>Average performance Factor 5</th>
<th>Better than average Factor 6</th>
<th>Good performance Factor 7</th>
<th>Excellent performance Factor 8</th>
<th>Almost perfect Factor 9</th>
<th>Perfect performance Factor 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory</td>
<td>40%</td>
<td>No reference to relevant theory provided</td>
<td>Almost no reference to relevant theory</td>
<td>Poor reference to relevant theory</td>
<td>Less than average reference to relevant theory</td>
<td>There is a reference to relevant theory</td>
<td>There is a better than average reference to relevant theory</td>
<td>There is good reference to relevant theory</td>
<td>The reference to relevant theory is excellent</td>
<td>Reference to relevant theory is almost perfect</td>
<td>Reference to relevant theory is perfect</td>
</tr>
<tr>
<td>Discussion</td>
<td>10%</td>
<td>No discussion included versus only naming/listing or provision of relevant facts</td>
<td>Almost no discussion included versus only naming/listing or provision of relevant facts</td>
<td>Poor discussion included versus only naming/listing or provision of relevant facts</td>
<td>Less than average application of discussion in the text</td>
<td>There is an average application of discussion in the text</td>
<td>Better than average discussion included in the text</td>
<td>A good discussion was presented</td>
<td>Excellent discussion presented</td>
<td>Almost perfect discussion presented</td>
<td>Perfect discussion presented</td>
</tr>
<tr>
<td>Own words</td>
<td>5%</td>
<td>No use of own words in discussion</td>
<td>Almost no words used in discussion</td>
<td>Poor use of own words used in discussion</td>
<td>Less than average use of own words in the discussion</td>
<td>There is an average use of own words in the discussion</td>
<td>Better than average use of own words in the discussion</td>
<td>A good use of own words was included in the discussion</td>
<td>Excellent use of own words in the discussion</td>
<td>Almost perfect use of own words in the discussion</td>
<td>Perfect use of own words in the discussion</td>
</tr>
<tr>
<td>Examples</td>
<td>10%</td>
<td>No use of appropriate examples in the discussion to clarify/justify arguments</td>
<td>Almost no use of appropriate examples to clarify/justify arguments</td>
<td>Poor use of appropriate examples in the discussion to clarify/justify arguments</td>
<td>Less than average use of appropriate examples to clarify/justify arguments</td>
<td>There is an average use of appropriate examples in the discussion to clarify/justify arguments</td>
<td>Better than average use of appropriate examples to clarify/justify arguments</td>
<td>Good and appropriate examples were presented in the answer</td>
<td>Excellent use of appropriate examples were presented to justify/clarify arguments</td>
<td>Almost perfect use of appropriate examples were presented to justify/clarify arguments</td>
<td>Perfect use of appropriate examples were presented to justify/clarify arguments</td>
</tr>
<tr>
<td>Sources</td>
<td>5%</td>
<td>No quoting of sources in APA house style referencing technique throughout text</td>
<td>Too few sources quoted in APA house style referencing technique throughout text</td>
<td>Poor quoting of sources in APA house style referencing technique throughout text</td>
<td>Less than average quoting of sources in APA house style referencing technique throughout text</td>
<td>Average application of APA house style referencing technique throughout text</td>
<td>Better than average application of APA house style referencing technique throughout text</td>
<td>Good mastery of APA house style referencing technique throughout text</td>
<td>Excellent application of APA house style referencing technique throughout text</td>
<td>Almost perfect application of APA house style referencing technique throughout text</td>
<td>Perfect application of APA house style referencing technique throughout text</td>
</tr>
<tr>
<td>Similarity%</td>
<td>25%</td>
<td>A similarity % exceeding 60% is unacceptable</td>
<td>A similarity % between 56 and 60% is extremely poor</td>
<td>A similarity % between 51 and 55% is poor</td>
<td>A similarity % between 48 and 50% is acceptable at less than average level</td>
<td>A similarity % between 41 and 45% is a very average and acceptable</td>
<td>A similarity % between 37 and 40% is better than average and acceptable</td>
<td>A similarity % between 31 and 35% is excellent and acceptable</td>
<td>A similarity % between 22 and 30% is almost perfect and acceptable</td>
<td>A similarity % of 20% or less is perfect and acceptable</td>
<td></td>
</tr>
</tbody>
</table>
Half of the theory marks should be accredited to an answer that refers to the relevant underlying theory and half of the marks should be accredited to an answer that refers to specific TOURISM industry activities (not only mentioning generic terms).

The maximum marks could be allocated for the underlying theory if the answer has similar meanings or explanations to support the context and arguments or key words/sentences contained in the list of components supporting the facts and arguments as presented in the list provided below:

**EXAMPLE PROJECT REPORT:**

Consulting Report

**Executive summary**

Sree Subramania Ayurvedic Nursing Home was founded between the years 1875 and 1880 by the late Thekkayil Achunthsn Vydiar and Sri T.P Vaidyar, an adapt Sanskrit and Vedic scholar from the Thekkayil. Thekkayil family is one of the oldest families in the Malabar region of Kerala known for pursuing Ayurvedic practices from the sixteenth century. The manuscript and records written by the forefathers of the present incumbents on Ayurvedic treatments have been in existence for over 400 years. Thekkayil Rajaratnam converted Thekkayil Vaidyasala into SSANH in 1974. The founders conceived this nursing home to provide medical support to the local needy. Thekkayils are the most trusted physicians and SSANH is able to maintain its reputation through high-quality medical care is the practice of using their own patented medicines, which is produced by Sree Subramania Ayurvedic products (SSAP). In spite the achievements and fame of SSANH one of the partners, Dr. Sanand felt that SSANH is not functioning to its full potential. Dr. Sanand wanted to rethink the positioning of the 400 year-old family business system with an objective to increase the number of people served by SSANH.

**The key findings from the project were**

The father and son have contrasting ideologies for the business, thinking about the decision to proceed with the expansion plan and other future plans of action. There is no succession planning policy.

**Key outputs**

SSANH decided to expand internationally and locally.

**Introduction**

The SSANH since its establishment in 1875 has never change its traditional ways of business, in order to be in track with technological advances.

In stage 1, Client Liaison/Consultation, this phase includes minute taking through in-depth interviews and discussions to get a quick overview of the company.

In stage 2&3, a comprehensive SWOT analysis was conducted as a Business process/research this gave an overview of the internal and external environment of Sree Subramania Ayurvedic Nursing Home and are therefore minute/administrative work done.
In stage 4, the marketing expert involves the restructure of the marketing strategy, all activities to improve the marketing strategy in order to survive in this technological advances.

In stage 5, technical expertise involves re-engineering of the business processes and software program and how they will be implemented in the company the best way suited to please our patients and yet remain relevant.

In stage 6, this stages involves the restructure of the Sree Subramania Ayurvedic Nursing Home in order to accommodate the increasing number of patients, which increases the standard reputation.

In stage 7, this is our financial expertise who is to guide with the usage of funds. Prevent the misuse of funds/use of funds inappropriately.

**Key events in the project were as follows;**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Person</th>
<th>Title</th>
<th>Activities</th>
<th>Start date</th>
<th>End date</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1</td>
<td>Person A</td>
<td>Owners Client Liaison</td>
<td>Client Liaison</td>
<td>01 October 2019</td>
<td>15 November 2019</td>
<td>1 month 2 weeks</td>
</tr>
<tr>
<td>Stage 2</td>
<td>Person B</td>
<td>Business Analyst</td>
<td>SWOT analysis and business strategy</td>
<td>16 November 2019</td>
<td>30 March 2020</td>
<td>4 months and 2 weeks</td>
</tr>
<tr>
<td>Stage 3</td>
<td>Person C</td>
<td>Administrative Clerk</td>
<td>Administrative/minutes taking notes</td>
<td>Continuous</td>
<td>Continuous</td>
<td>12 months</td>
</tr>
<tr>
<td>Stage 4</td>
<td>Person D</td>
<td>Marketing expertise</td>
<td>Restructure the marketing strategy</td>
<td>01 April 2020</td>
<td>31 May 2020</td>
<td>2 months</td>
</tr>
<tr>
<td>Stage 5</td>
<td>Person E</td>
<td>Technical expertise</td>
<td>Software and programs</td>
<td>01 June 2020</td>
<td>30 September 2020</td>
<td>3 months</td>
</tr>
<tr>
<td>Stage 6</td>
<td>Person F</td>
<td>Architect</td>
<td>Business processes re-engineering</td>
<td>01 July 2020</td>
<td>30 September 2020</td>
<td>3 months</td>
</tr>
<tr>
<td>Stage 7</td>
<td>Person G</td>
<td>Financial expertise</td>
<td>Finances</td>
<td>Continuous</td>
<td>Continuous</td>
<td>12 months</td>
</tr>
</tbody>
</table>

**What does J&T consulting cc aim to improve or achieve with the consulting project?**

- Increase sales revenue
- Improve on agreements between the owners to avoid conflict
- Possess a succession plan
- Offer new and innovating products and services related to Ayurveda
- Increase customer value and satisfaction by new technological changes.
- Achieve economies of scale
Summary and recommendations

Output stage 1
• To get an excellent understanding of the company as well their mission and vision, what they expect from us.

Output stage 2
• Understand the company internal and external environmental factors in the market

Output stage 3 & 4
• Implementation of the market strategy internationally and domestic

Output stage 5
• Implement innovative business process that will increase the comfort for patients

Output stage 6
• The restructure of the company to accommodate the increase in demand

Output stage 7
• Good management of finances in order to achieve all to be achieved successfully

Recommendations
• Expand domestically and international
• Change the marketing strategy
• Improve the expenditure approach to increase & measure impact and revenue
• Come to agreement regarding important business/strategic decisions
• Hiring people with experience in Ayurveda when expansion is done
• Change the infrastructure including the modernization of treatment rooms and digitalization
• They should go international due to an increase of patients globally
• Setup of a vast herbal garden with rare and available medicinal plants for in-house medicine production.
• Build a responsive website
• Optimize the website for mobile phone (mobile friendly) and be active on social media
• Provide effective training to the employees