



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

13 Jackson Kaujeua Street
Private Bag 13388
Windhoek
NAMIBIA

T: +264 61 207 2081
F: +264 61 207 9081
E: coll@nust.na
W: www.nust.na

Centre for Open and Lifelong Learning

FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2020

ASSIGNMENT 2

MANAGEMENT CONSULTING

(MCG821S)

MCG821D 2020 S2 ASSIGNMENT 2 FEEDBACK

ASSIGNMENT 02:

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

100 marks

TOTAL: 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.

The following rubric was applied to assess your answer:

Criteria	Weight	No performance Factor 0	Almost no performance Factor 1	Poor performance Factor 2	Less than average Factor 4	Average performance Factor 5	Better than average Factor 6	Good performance Factor 7	Excellent performance Factor 8	Almost perfect Factor 9	Perfect performance Factor 10
Theory	40%	No reference to relevant theory provided	Almost no reference to relevant theory	Poor reference to relevant theory	Less than average reference to relevant theory	There is an average reference to relevant theory	There is a better than average reference to relevant theory	There is good reference to relevant theory	The reference to relevant theory is excellent	Reference to relevant theory is almost perfect	Reference to relevant theory is perfect
Discussion	10%	No discussion included versus only naming/listing or provision of relevant facts	Almost no discussion included versus only naming/listing or provision of relevant facts	Poor discussion included versus only naming/listing or provision of relevant facts	Less than average discussion provided versus only listing/naming of facts	There is an average application of discussion in the text	Better than average discussion included in the text	A good discussion was presented	Excellent discussion presented	Almost perfect discussion presented	Perfect discussion presented
Own words	5%	No use of own words in discussion	Almost no words used in discussion	Poor use of own words in discussion	Less than average use of own words in the discussion	There is an average use of own words in the discussion	Better than average use of own words in the discussion	A good use of own words was included in the discussion	Excellent use of own words in the discussion	Almost perfect use of own words in the discussion	Perfect use of own words in the discussion
Examples	10%	No use of appropriate examples in the discussion to clarify/justify arguments	Almost no use of appropriate examples to clarify/justify arguments	Poor use of appropriate examples in the discussion to clarify/justify arguments	Less than average use of appropriate examples to clarify/justify arguments	There is an average use of appropriate examples to justify/clarify arguments	Better than average use of appropriate examples to clarify/justify arguments	Good and appropriate examples were presented in the answer	Excellent use of appropriate examples were presented to justify/clarify arguments	Almost perfect use of appropriate examples were presented to justify/clarify arguments	Perfect use of appropriate examples were presented to justify/clarify arguments
Sources	5%	No quoting of sources in APA House style referencing technique throughout text	Too few sources quoted in APA House referencing style throughout text	Poor quoting of sources in APA House style referencing technique throughout text	Less than average quoting of sources in APA House style referencing technique throughout text	Average application of APA House style referencing technique	Better than average application of APA House style referencing technique	Good mastery of APA House style referencing technique	Excellent application of APA House style referencing technique throughout text	Almost perfect application of APA House style referencing technique	Perfect application of APA House style referencing technique
English	5%	Flawed application of English language/grammar spelling/syntax throughout text	Almost no correct application of English language/spelling grammar/syntax throughout text	Poor application of English language/grammar spelling/syntax throughout text	Less than average application of English language/grammar spelling/syntax throughout text	Average application of correct English language/grammar spelling/syntax	Better than average application of English language grammar spelling and syntax in text	Good use of English language grammar spelling and syntax	Excellent use of English language grammar spelling and syntax in text	Almost perfect use of English language grammar spelling and syntax in text	Perfect use of English language grammar spelling and syntax in text
Similarity%	25%	A similarity % exceeding 60% is unacceptable	A similarity % between 56 and 60% is extremely poor	A similarity % between 51 and 55% is poor	A similarity % between 46 and 50% is accepted at a less than average level	A similarity % between 41 and 45% is average and acceptable	A similarity % between 36 and 40% is better than average and acceptable	A similarity % between 31 and 35% is good and acceptable	A similarity % between 26 and 30% is excellent and acceptable	A similarity % between 21 and 25% is almost perfect and acceptable	A similarity % of 20% or less is perfect and acceptable

*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 **LOGISTICS (WAREHOUSING)** 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 Vydias 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;

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

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