FEEDBACK TUTORIAL LETTER

1ST SEMESTER 2021

Assignment 1

Retail Management
BRM711S
Dear students,

Thank you for putting effort on your assignment one beyond the challenges thereof. Attached is the feedback letter. Please read through and familiarise yourself with errors.

RETAIL BUSINESS MANAGEMENT (BRM711S)

Question 1 (20 Marks)
Develop a complete retailing plan and describe your steps in Planning strategic approach.

Strategic Retail Planning Process (4 Steps)
For the purpose of developing retail strategies, retailers are required to follow a step by step procedure or planning process. The planning process discusses/involves the present stage of business, the formulation, list of available strategic options, and the implementation of the selected strategies as follows:

1. Outline retail goals, objectives and mission, these are the aims of the business, what is needed to achieve.
2. Find way to be different it from competitors (Situation analysis), try to offer something that is not yet on the market.
3. Formulate retail strategy
4. Strategy implementation and control

Or

1. Define the business mission
2. Conduct a situation audit
3. Identify strategic opportunities
4. Evaluate strategic alternatives
5. Establish specific objectives and allocate resources
6. Develop a retail mix to implement strategy

- First, your discussion will base on how to give a general description if you are to copy from other authors, you quote it like this example, According to David (2010) ...
• Continue your discussion by adding your own opinions on that topic.
• You are also urged to give more of your opinion without leaving behind the challenges brought about by Covid-19 in retailing businesses.

Question 2 (30 marks)

I. By visiting any restaurant in your vicinity for general shopping information purpose and then answer the following questions with comments or explanations in each question. (20 Marks)

*In this question*, I would like to show my gratitude to all of you who made it to visit restaurants in your vicinity, be it a formal or informal establishment. This question was completed successfully by many in the Best Practices for Re-opening retail food establishments during the Covid-19 pandemic – food safety checklist.

B. Conclude your plan towards establishing your retailing business and recommend what you should improve on this general shopping. (10 marks)
The answer is: Summarise (conclude) your findings or your plan towards establishing your retailing business and then make recommendations on what you think should be changed in general shopping activities.

With this feedback, I would like to kindly ask all students to use the feedback in this assignment to improve in Assignment 2.

Best of luck with Assignment 2.

To conclude, the BRM711S Comprehensive Test is scheduled for Saturday, 22 May 2021. It is expected of you study Units 1 – 10 (Notes are on eLearning) to be able to score at least 50 % in this test. Best of luck with the test. You may contact me at any time to discuss any difficulties you have with the subject matter.

Regards

Rosalia Fotolela

TOTAL MARKS FOR ASSIGNMENT 01: [50]

END OF FEEDBACK TUTORIAL LETTER