# **Higher Nationals**

# **Assignment Brief – BTEC (RQF)**

**Higher National Diploma in Computing**

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| **Student Name /ID Number** | Aaron Mascarenhas |
| **Unit Number and Title** | **Unit 39 – E-Commerce Strategy & Technology** |
| **Academic Year** | **2019-2020** |
| **Unit Assessor** | **Gurjeet Singh Kohli** |
| **Assignment Title** | **Lidl – Investigation of an potential E-Commerce strategy** |
| **Issue Date** |  |
| **IV Name** | **Nital Patel** |
| **Draft submission date** | **????????????** |
| **Final submission date** | **????????????** |
| **Re-submission date (if required)** |  |

**Plagiarism**

Plagiarism is a particular form of cheating. Plagiarism must be avoided at all costs and students who break the rules, however innocently, may be penalised. It is your responsibility to ensure that you understand correct referencing practices. As a university level student, you are expected to use appropriate references throughout and keep carefully detailed notes of all your sources of materials for material you have used in your work, including any material downloaded from the Internet. Please consult the relevant unit lecturer or your course tutor if you need any further advice.

**Student Declaration**

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| **Student declaration**  I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.  Student signature: Aaron Date: 21/01/2020 |

**Learning Outcomes and Assessment Criteria**

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|  | Grading Criteria | Met | Grading Criteria | Met | Grading Criteria | Met |
| **LO1** | P1 |  | M1 |  | D1 |  |
| **LO2** | P2 |  | M2 |  | D2 |  |
| **LO3** | P3 |  | M3 |  | D3 |  |
|  | P4 |  | M4 |  |  |  |
| **LO4** | P5 |  | M5 |  | D4 |  |

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| **Assessor Feedback:**  \*Please note that constructive and useful feedback should allow students to understand:   1. Strengths of performance 2. Limitations of performance 3. Any improvements needed in future assessments   Feedback should be against the learning outcomes and assessment criteria to help students understand how these inform the process of judging the overall grade.  Feedback should give full guidance to the students on how they have met the learning outcomes and assessment criteria. | | | | |
| **Grade:** | **Assessor Signature:** | | | **Date:** |
| **Resubmission Feedback:** | | | | |
| **Grade:** | | **Assessor Signature:** | **Date:** | |

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| Submission Format: |
| 1. The submission is in the form of an individual written report. This should be written in a concise, formal business style using single spacing and font size 12. 2. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. 3. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 1,500–2,500 words depending on the tasks, although you will not be penalised for exceeding the total word limit. |
| Unit Learning Outcomes: |
| LO1 Examine the strategies employed and the impact of E-Commerce on business organisations  LO2 Analyse the hardware, software, web-based and database technologies involved in setting up a secure E-Commerce site |
| Assignment Brief and Guidance: |
| **Case Study – Lidl**  In 1930, Josef Schwarz became a partner in Südfrüchte Großhandlung Lidl & Co., a fruit wholesaler, and he developed the company into a general food wholesaler.Image result for lidl logo  In 1977, under his son Dieter Schwarz, the Schwarz-Gruppe began to focus on discount markets, larger supermarkets, and cash and carry wholesale markets. He did not want to use the name Schwarz-Market (*Schwarzmarkt* means "black market") and rather use the name of Josef Schwarz's former business partner, A. Lidl, but legal reasons prevented him from taking over the name for his discount stores. When he discovered a newspaper article about the painter and retired schoolteacher Ludwig Lidl, he bought the rights to the name from him for 1,000 German marks.  Lidl is part of the Schwarz Group, the fifth-largest retailer in the world with sales of $82.4 billion (2011).  The first Lidl discount store was opened in 1973, copying the Aldi concept. Schwarz rigorously removed merchandise that did not sell from the shelves, and cut costs by keeping the size of the retail outlets as small as possible. By 1977, the Lidl chain comprised 33 discount stores.  Lidl opened its first UK store in 1994. Since then, Lidl UK has grown consistently, and today has over 760 stores. While it is still a small player in the United Kingdom, with a grocery market share of less than 5%, its importance, along with that of continental, no frills competitor Aldi is growing, with half of shoppers in the United Kingdom visiting Aldi or Lidl over Christmas 2014.  Sven Seidel was appointed CEO of the company in March 2014, after the previous CEO Karl-Heinz Holland stepped down. Holland had served as chief executive since 2008 but left due to undisclosed "unbridgeable" differences over future strategy. Seidel stepped down from his position in February 2017 after *Manager Magazine* reported he had fallen out of favour with Klaus Gehrig, who has headed the Schwarz Group since 2004. Dane Jesper Højer, previously head of Lidl’s international buying operation, succeeded Seidel as CEO.  In June 2015, the company announced it would establish a United States headquarters in Arlington, Virginia.Lidl has major distribution centres in Mebane, North Carolina, and Spotsylvania County, Virginia. The company initially focused on opening locations in East Coast states, between Pennsylvania and Georgia,and as far west as Ohio.In June 2017, Lidl opened its first stores in the United States in Virginia Beach and other mid-Atlantic cities.The company planned to open a total of one hundred U.S. stores by the summer of 2018.In November 2018, Lidl announced plans to acquire 27 Best Market stores in New York and New Jersey. In December 2018, Lidl opened its first location in New York City, in the Staten Island Mall.  Like fellow German supermarket Aldi, Lidl has a zero waste, no-frills, "pass-the-savings-to-the-consumer" approach of displaying most products in their original delivery cartons, allowing the customers to take the product directly from the carton. When the carton is empty, it is simply replaced with a full one. Staffing is minimal.  In contrast to Aldi, there are generally more branded products offered. Lidl distributes many low-priced gourmet foods by producing each of them in a single European Union country for its whole worldwide chain, but it also sources many local products from the country where the store is located. Like Aldi, Lidl has special weekly offers, and its stock of non-food items often changes with time. In contrast to Aldi, Lidl advertises extensively in its homeland of Germany.  As with Aldi, Lidl does not play mood music in most countries including homeland Germany, In Lidl stores in the United States, Croatia, Spain (at least not all of them), Poland, Lithuania and 2 stores in Denmark as a test, they do play music. Lidl stores have PA systems for important announcements, but do not broadcast commercials.  The Lidl operation in the United Kingdom took a different approach than in Germany, with a focus on marketing and public relations, and providing employee benefits not required by law, including paying the independently verified living wage and offering a staff discount.  Upmarket products were introduced, especially in the lead-up to Christmas. This required significant investment in marketing to produce sales growth but had an effect on Lidl's logistical operation and pressure on profits. Ronny Gottschlich, who ran Lidl UK for the six years to 2016, was responsible for this approach, which led to friction with head office, due to the cost involved. In September 2016, Gottschlich unexpectedly left and was replaced by the Austrian sales and operations director, German-national Christian Härtnagel. Lidl continued to have ambitious investment plans in the United Kingdom, ultimately doubling the number of stores to 1,500. In the financial year of 2015, Lidl Great Britain's revenue from its over 630 stores throughout Britain was £4.7 billion.  Your role as a Junior E-Commerce consultant is to advise Lidl with their new venture into the Online Sales market. In your last role as a Database consultant, you were given roles to investigate the projected merger of Sainsbury’s and Argos' joint venture. As an E-Commerce consultant, your responsibilities are to investigate the current E-Commerce strategy and upcoming changes within the Online Grocery Sales market.    **Task 1:**   1. Implementing an E-Commerce strategy involves a high amount of time and funds to implement right. The big four UK supermarkets already have a well-established market within online sales. The second phase within Lidl’s UK expansion plan is to expand its presence within the electronics and food online sales. Lidl projects to open multiple strategically located super distribution hubs to help develop its online presence.      1. Within a report to the Online Operations Director emphasis on the importance of addressing and meeting customer/ stakeholder expectations when rolling out an E-Commerce strategy. Discuss potential customers Lidl might already have and how this might affect their customer base. Secondly, within an additional report discuss how E-Commerce have been used in the past to improve elements of business operations. Take guidance from online service sectors such as Just Eat, Deliveroo, Uber Eats and other service sector companies such as Lift & Uber Cars just to mention few. Think about these sub companies in Just Eats how these might have or not an E-Commerce strategy. Discuss how these smallers companies have affiliations with Hungry House & Just Eat and what might be the potential benefits and drawbacks. *(min 1500 words)*   **Task 2:**   1. Security and Data Protection (GDPR) is a vital point within any company. The **General Data Protection Regulation** (EU) 2016/679 (**GDPR**) is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). 2. It also addresses the transfer of personal data outside the EU and EEA areas. The GDPR aims primarily to give control to individuals over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU. As Lidl has branches in most countries across multiple continents GDPR and Security, implementation is important to develop a Secure platform for the potential E-Commerce Strategy. 3. Within a detailed report to the Joint Directors of Security and International Operations, discuss the different technologies, which will be a part in developing a Secure and efficient E-Commerce Website. When developing websites and platforms for operations to take place it’s very important that the right technology mediums are used. Communication technologies are a vital part in today’s online e-commerce presence as seen in examples in Vodafone, EE and Three’s online websites. Explain these communication technologies within your E-Commerce design proposal for Lidl. *(min 2000 words)* 4. Databases are vital parts of any E-Commerce business in today’s age. Knowledge/ Data is a crucial part for business to run analysis and vital business statistics. The CEO in this instance would like to know about the role databases play in the design, development and implementation of E-Commerce strategies and solutions. Within this, report clearly everything mentioned above including the importance of databases and the role to run a lucrative e-commerce presence for Lidl. *(min 1000 words)*   **Task 3:**   1. The Operations Director and Creative E-Commerce Director would want that you as their Consultant look into the top 5 E-Commerce Strategies and develop a Presentation including your E-Commerce design solution. The design would include of a snippets of existing E-Commerce solutions and a rough mark-up on how you are planning to develop Lidl’s E-commerce solution. Making sure that the stakeholders requirements are successfully taken into consideration alongside the Solutions requirements. Included in the presentation also analyse the factors and resources that should be included in the design element of the e-commerce strategy. Create a screen recording or a video of you presenting this presentation as a resource for the CEO to use in further meetings. 2. Upon completion of the Presentation, develop your proposed E-Commerce solution using Wix.com. You are required to develop a small segment of the website to indicate the usability and feel of the solution to be taken further and developed further with ideas from different departments and sectors within the organisation. Within a video presentation show of your Wix.com creation alongside a presentation of a detailed SWOT analysis covering the elements for Lidl’s expansion into the online sales sector. In the presentation, give examples of the SWOT elements and how these could influence the e-commerce presence of Lidl within the UK during an exit of Britain of the collative European market. |
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| **Learning Outcomes and Assessment Criteria** | | |
| **Pass** | **Merit** | **Distinction** |
| **LO1** Examine the strategies employed and the impact of E-Commerce on business organisations | | |
| **P1** Discuss the importance of addressing and meeting customer expectations when employing an E-Commerce strategy. | **M1** Analyse organisation case studies and examine how E-Commerce has been used to improve an element of business  operations. | **D1** Critically review the benefits and drawbacks of an organisation utilising E-Commerce. |
| **LO2** Analyse the hardware, software, web-based and database technologies involved in setting up a secure E-Commerce site | | |
| **P2** Discuss the technologies involved in setting up a secure E-Commerce site. | **M2** Justify the importance of communications technology in E-Commerce design. | **D2** Evaluate the role that database  technology plays in the development and sustainability of E-Commerce. |

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| **LO3** Examine the strategies employed and the impact of E-Commerce on business organisations | | |
| **P3** Discuss the types of  strategies that could be  used to drive an E-Commerce  solution. | **M3** Analyse the factors and  resources that should be  considered when designing  an E-Commerce strategy. | **D3** Appraise the design and  functionality of the E-Commerce  solution. |
| **P4** Design an E-Commerce  solution based on a  specified requirement or  strategy. | **M4** Differentiate between  the types of payment  systems that are integral to  E-Commerce success. |  |
| **LO4** Analyse the hardware, software, web-based and database technologies involved in setting up a secure E-Commerce site | | |
| **P5** Implement an E-Commerce  solution based  on a specified requirement  or strategy. | **M5** Produce a detailed  SWOT analysis to support  the implemented  E-Commerce design. | **D4** Evaluate the  success of the E-Commerce  implementation and  identify how it fulfils a  specified requirement  or strategy. |