Assessment-Part A Case Study Report; Part B Feedback Reflection Report

Unit Code: MIS713

Unit Name: Supply Chain Management & Logistics

Student name: Shantanu Gupta

Student ID: 218200234

Word count of Part A: 2496

Company Name: British Petroleum (BP)

Address: 839-843 Whitehorse Rd, Box Hill VIC 3128

Contact Number: (03) 9890 2086

Owner: Hussain Syed

Staff Numbers: 6

Table of Contents

Section 1 2
Section 2 2
Section 3 3
Section 4 5
Section 5 6
Section 6 7
Section 7 9
Section 8 11
Section 9 12
Section 10 19
Section 11 20
Section 12 20

Part A: Case Study Report

Section 1: Introduction

The report briefly describes the supply chain procedure of product in a company. Help in understanding the behaviour of business and consumer buying markets.

Organization Name: British Petroleum (BP)

Industry: Oil and Gas Industry

Product: Unleaded 91 Petrol

The most common grade of fuel for passenger vehicles in Australia. It is one of the most hazardous and inflammable products in the petrol station and made up of several harmful components like benzene, xylene and toluene etc.

Section 2: Organisational background

British Petroleum (BP) is a famous fuel retailer and service stations company in Australia. A BP-branded petrol station in the Box Hill has commenced its business in 1997. This BP into a franchise arrangement with the owner.

2.1 Goals

Vision: Our vision is to become Box Hill area leading BP brand petrol station and convenience stores that consistently offers low fuel prices, fuel quality standards and with excellent customer service.

Mission:

- To fuel service and product of excellence
- To be reliable, professional, and highly competitive
- Create a work environment where the employee is motivated to excel
- Continuous innovation

2.2 Strategies

- Continue to make our petrol station welcoming by providing a clean and hygienic environment
- Providing the range of additional complementary services like coffee items, allow to car stops (Resting), more variety in groceries item, toilets etc.
- Welcoming the latest technology at our site.
- Every 6-month staff needs to go training

2.3 Products/Services

We offer different kinds of fuels like petrol, diesel and LPG. In petrol, we have different varieties like Regular Unleaded -91, and premium unleaded 95 & 98. We also sell lubricants for motor vehicles.

Sale of other convenience items like newspapers, groceries, hot snack, car wash, coffee, confectionery, soft drinks, tobacco products, toiletries, and magazines.

Section 3: Buyer behaviour segments

Profile	**Aspect**	**Individual fuel customers**	**Corporate customers**
Demand profile	Order method	Most of the customers come in the shop and pay for petrol by card or cash but we have 1-2% (8-10) customer that pay through apps. Pay usually through AMEX, top 4 banks card etc.	All these customers pay with the card. A different type of card like BP plus card, motorcharge card, fleet card, motorpass, cabcharge etc.

	Order frequency	On a daily basis, we get an average of 400 customer's visits purchasing different kinds of fuels at the station.	On a day, we have an average of 100 customers. They can come at any time of the day.
Competitive profile	**Order winner:** Product price	We check our price daily with the other fuel station like United, Caltex, and Shell, 7-eleven to keep the prices of fuel low and attract more customers to our station.	They don't care about the price as the corporate company is paying for fuel for them. They just fill the fuel at any place.
	Order Qualifier: Time to fill fuel	On the spot, you can purchase the fuel with us. In our site, the customer can fill the fuel from 18 pumps. 6-pumps for gas, 12-pumps for petrol, and 2-pumps with diesel. Never waiting time.	Most vehicles are diesel. As we have only 4 diesel pumps at our site. Sometimes the customer needs to wait for the fuel to fill. Need to wait for diesel but no waiting for petrol.
Product/service profile	Product quality	We have Unleaded 91 with 10% renewable ethanol. No competitors have this	Best ever dirt-busting diesel fuel in Australia. BP promise to help your car stay

		fuel. It is more environmentally friendly.	healthy and running efficiently. Petrol same as an individual customer.
	Product variety	Different type of fuels is present in our station such as Unleaded 91, Premium 91 and 98, Ultimate Diesel, and LPG.	Same as individual

Table 1: Buyer Behaviour Segments

Section 4: Decision factors

Serial No.	Description of Decision Factors	Priority
1	Occupational health and safety (safety of their staff)	High
2	Provision of training staff and standard operating procedures for site staff.	High
3	Enhance sales and customer satisfaction	High
4	Operational efficiency	Medium
5	Financial investment aspect (ROI) for the owner	Medium
6	Impact on the environment (CSR) when introducing new technology	Low
7	Implementing new technology	Low
8	Reduce manpower/staff	Low

Table 2: Decision Factors

Section 5: Product Selection

5.1 Hazardous names

Ingredient Name	%(w/w)
Gasoline contains:	>90
Toluene	5-15
Benzene	<1
tert-butyl methyl ether(MTBE)	<1
2-methylpropan-2-ol	<1
diisopropyl ether	<1
Polycyclic aromatic Hydrocarbons(PAHs)	<1

Table 3: Ingredients of petrol

5.2 Manufacturing Steps

1. Making petrol [3, 4, 11, 12] is a complex process. All of the final products start their journey with crude oil that began forming millions of years ago as plant and animal remains decayed in sediment at the bottom of oceans, lakes and streams. Massive pressures and high temperatures converted this crude oil.
2. Crude oil is a dark liquid & unpleasant smell essentially a combination of two elements - hydrogen and carbon. The first process is refining, crude oil is heated until it boils and liquid flows into the distillation tower. In the tower, oil is broken down into various petroleum products.
3. The liquids and vapours separate into petroleum components called fractions according to their weight and boiling point. Heavy fractions are on the bottom, and light fractions are on the top.

4. The lightest fractions give gasoline. The gasoline is further refined through various processes like cracking, reforming, or alkylation.
5. After this process, we get different petroleum products [3, 4, 11, 12] like petrol, gasoline, diesel, and jet fuel etc.

5.3 Synthesis Research

Gasoline is a complex mixture of hydrocarbons and contains benzene (typically no more than 2% volume), toluene, and xylene [3, 4, 9, 10, 11, 19, 20, c].

Benzene: Chronic exposure to high levels of benzene has been shown to cause cancer (leukaemia) in humans and other adverse blood effects (anaemia). Benzene is considered a human carcinogen by the International Agency for research on cancer (IARC), National Toxicology Program (NTP) and OSHA. Inhalation can produce headache, lassitude, weariness, dizziness, drowsiness, or excitation.

Overexposure to **Xylene and Toluene** can cause irritation to the upper respiratory tract, headache and chemical pneumonia. Deliberate inhalation of high concentrations of toluene has been linked to damage of the brain, liver and kidney.

Gasoline: Inhalation of unleaded gasoline vapours can cause gastrointestinal irritation and diarrhoea, kidney damage and tumours. Gasoline is classified as a possible human carcinogen by IARC.

Section 6: CSR metric

In British Petroleum, we order the fuel in bulk. In our station, the fuel generally come at 2 times in week. Every time the fuel driver fill 10,000 L of fuel at one time. So, in a week we get 20,000L of Unleaded 91 fuel.

The customer comes and buys a different amount of fuel depending on their requirement and car model. For Example, if one customer came and fill 50L of fuel while another customer fills 30L of fuel. So, we can’t control those

parameters. I am making all my calculations taking 1L of petrol. I am also making assumption of 1L=1kg (1000 mg).

1SKU= 1L

Chemical Name	**Permissible Exposure limit- NIOH**	**Conversion of 1 ppm**	**Conversion of 1ppm into mg/L**
Benzene	TWA 0.1 ppm STEL 1.0 ppm	3.19 mg/m3	0.00319 mg/L
Toluene	TWA 100 ppm STEL 150 ppm	3.77 mg/m3	0.00377 mg/L
m-xylene	ppm STEL 150 ppm	4.34 mg/m3	0.00434 mg/L
o-xylene	TWA 100 ppm STEL 150 ppm	4.34 mg/m3	0.00434 mg/L
p-xylene	TWA 100 ppm STEL 150 ppm	4.41 mg/m3	0.00441 mg/L

Table 4: Permissible exposure limit of hazardous components in petrol

TWA-daily exposure on averaged to an 8-hour work/day. STEL (short-term exposure limit of 15 min). Sources :[20, c)]

So 1L of petrol contains 0.00319 mg/L of benzene(B), 0.00377 mg/L of Toluene(T), 0.00434 mg/L of m-xylene(MX), 0.00434 mg/L of o-xylene(OX), 0.00441 mg/L of p-xylene(PX) and 1111.111 mg/L of gasoline(G)[3,4,9,10,11,19,20].

Therefore, the formula used to calculate the hazardous component in 20,000L of fuel in a week as follows:

V= (0.00319*B+0.00377*T+0.00434*MX+0.00434*OX+0.00441*PX+1111.111*G)*20,000

Where B, T, MX, OX, PX, G= quantity of hazardous component in 20,000L of petrol

Section 7: Source/make tasks

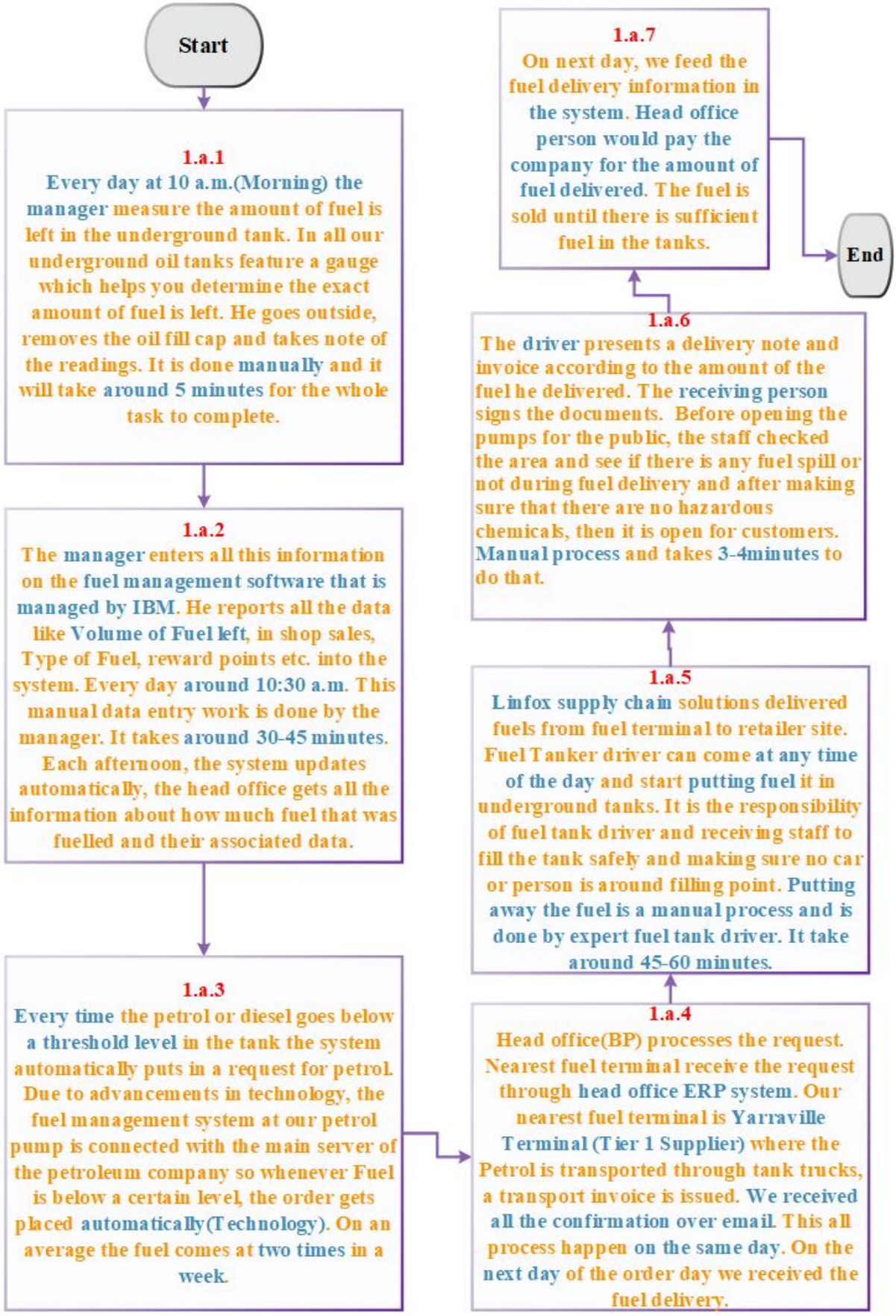

Diagram 1.a (Source) Source: [a, b, c, 2, 3, 5]

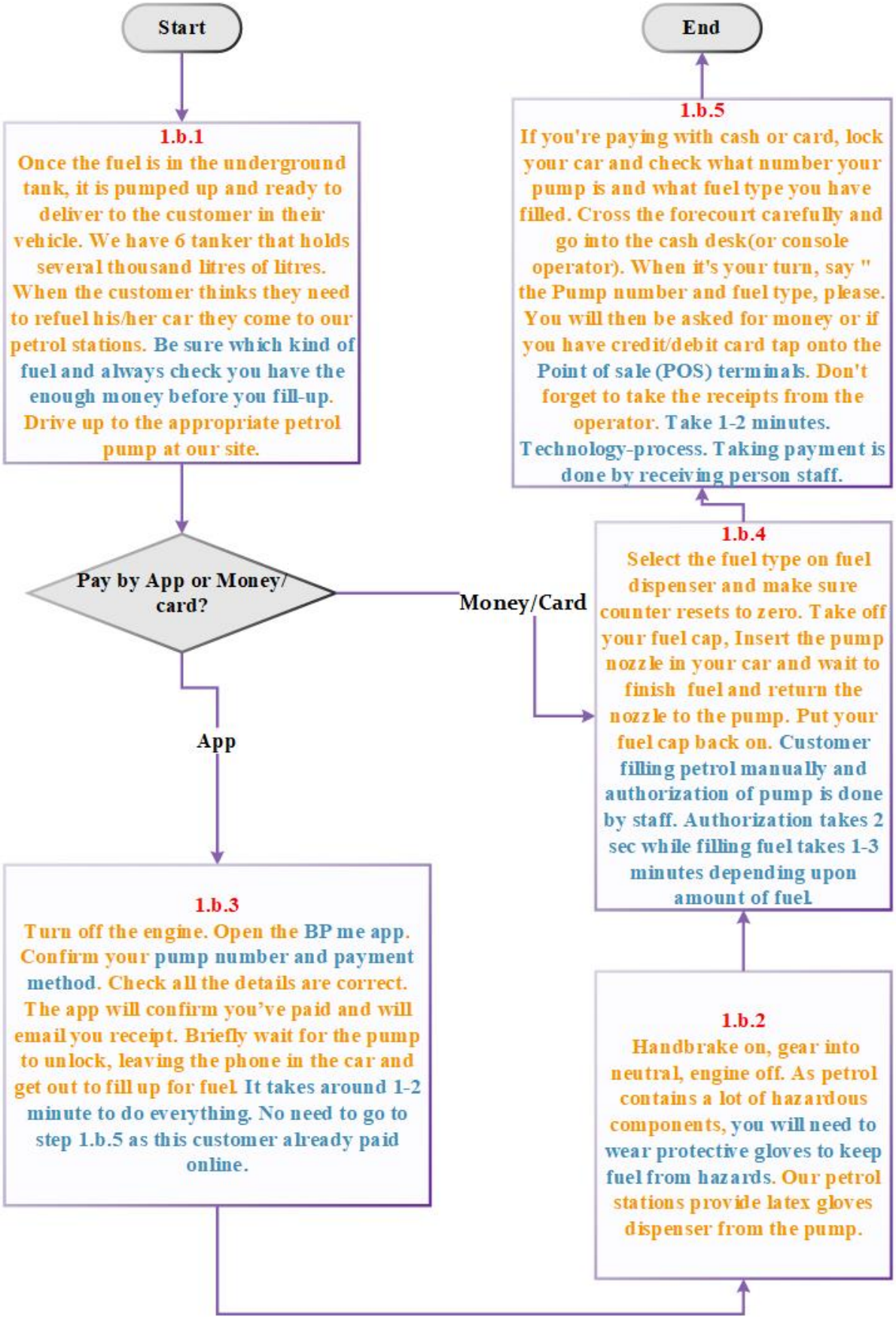

Diagram 1.b (Make) Source: [a, b, c, 2, 3, 5]

Section 8: CSR issues

8.1 Issue 1

The petrol station environment has large areas of hard surfaces such as fuel tanks where there is the potential for liquid spills (see step 1.b.2 & 1.b.4) and leaks of oil during fuel delivery, filling fuel in a vehicle, effluent and other chemicals[6,7,8]. There were significant cracks in the forecourt surface. These cracks provide a potential pathway for spills on which can eventually penetrate the concrete and escape into the soil and groundwater. If these spills are not cleaned up properly, then contaminants can pose a significant risk to groundwater and can flow into the stormwater drains. Stormwater pollution creates ecological damage. It can also be a threat to public health, poison aquatic life that becomes contaminated by toxins or dies off completely [6, 7, 8].

8.2 Issue 2

Air pollution by petroleum vapours (see step 1.b.2 & 1.b.4). Breathing petrol fumes are dangerous [6, 7, 8, 22]. Exposure to vapour concentrations can cause respiratory irritation, headache, dizziness, nausea and loss of coordination. Higher concentrations may cause loss of consciousness, cardiac sensitisation, coma and death resulting from respiratory failure. Petroleum vapour can cause irritation of the eyes, nose and throat, and exposure to high concentrations, particularly in confined spaces, can cause dizziness and unconsciousness.

8.3 Issue 3

Land, groundwater or surface water pollution by petroleum products or waste. Inappropriate disposal of used contents of spill kits was identified as a major issue [6, 7, 8]. In the spill kit, we have the absorbent sock, pillows, booms that is used to absorb the fuel and after that we place all used absorbents into disposal bags and thrown into the bins (see step 1.b.2 & 1.b.4). These wastes were disposed of as general garbage, and eventually into the landfills waste.

Section 9: New metric evaluation

We can implement a new IoT based automated system [1, 12, 13, 14, 15, 16, 17, 18] that measures the level of fuel in the tanks. This system enables us to measure the real-time levels of fuel in their tanks which otherwise the manager was doing every day in the morning (see step 1.a.1). This new system will eliminate the step of taking manual readings by the manager and whenever the fuel is low, an alert message can be sent to the head office and manager, when petrol at our station is going below the threshold level and the system order the fuel automatically. By implementing this we have real-time information exchange in the supply chain management that will digitally transition our process.

In the make process, I am implementing the self-serve petrol bunk machine [15, 16, 17, 18]. In old process, customer needs to come inside the shop and pay by using card or cash (see step 1.b.5). This takes a lot of time at the peak time period as they need wait for other customers until their turn to pay money. Also, In Australia there is frequent drive off (2-3 times) happens at petrol station. To prevent all this we are introducing self-serve petrol station based on RFID technology.

The yellow coloured blocks in diagram 2 are the recommended changes to the business process.

Positive

- We are managing the business better as we are getting better information for reporting.
- Takes off the extra burden from the staff/manager of taking manual readings. Eliminates the mistake of taking wrong reading.
- No formal training is required for the manager and the staff since all the process is automated.

- Because we have real time information we can delay in decreased the time for ordering the fuel. The old process shows that we can get fuel after next day when we order it. But implementing this system is it possible to deliver the fuel on the same day.
- No data entry work in the system. Time is saved.
- RFID based self-service stations will reduce overhead costs, satisfy customer demands, minimize wait times and attract more customers. Also, preventing drive off.

Negative

- Need to invest in hardware like Arduino, ARM, GSM, RFID etc. Installing the whole system may be expensive. Smart petrol bunk is expensive.
- Think about security and privacy of data a lot of information is travelling over the internet, sensors and the systems.
- Everything is connected to the cloud. We need to hire expensive software service from Azure, AWS etc. , in addition to that we need to take care of potential threats to IoT on these cloud networks
- Loss of jobs due to AI as everything is to be automated. Only the manager and 1-2 staff can run the service stations.
- Maintenance cost for the equipment's, software and hardware to work efficiently for 365 days(24x7)

Operational

1) **Feasibility of owner/ staff collecting the information needed for the metric**

- Insufficient financing: Collecting data is an expensive process. The data collector may compromise the quality of the collected data to ensure its performance.
- Lack of equipment and facilities: Owner might not have enough equipment and hardware facilities for collecting the efficient data
- Lack of qualified personnel: Need some technical person for collecting data

2) The time required and the impact on the organization

- It may take a certain time for the organization to cope up with the new method
- The operational cost might increase as extra time may be required for collection and analysing the data.

3) Feasibility of new

- To implement a new procedure, the BP organization might have to update the current hardware and software facilities
- Introduction of new technology risky in terms of data security
- It's going to require innovation, a willingness to accept the risk, and a lot of hard work.
- Requires significant resources in these changes, starting with procurement automation and finishing with sales and customer experience. See Return of Investment (ROI)

4) Feasibility of calculating the metric

- Additional staff might be required for the evaluation of the metric.
- It is not easy to calculate and the way of working might be changed due to the introduction of the metric.
- Staff resistance to change

5) Need for any owner/ staff training

- Proper training will be required for the staff and manager in order to cope up with the new technology
- As time progress, the employee gets idea how to deal with new task, things start getting improved that will eventually increase the reputation of the organization.

Diagram 2

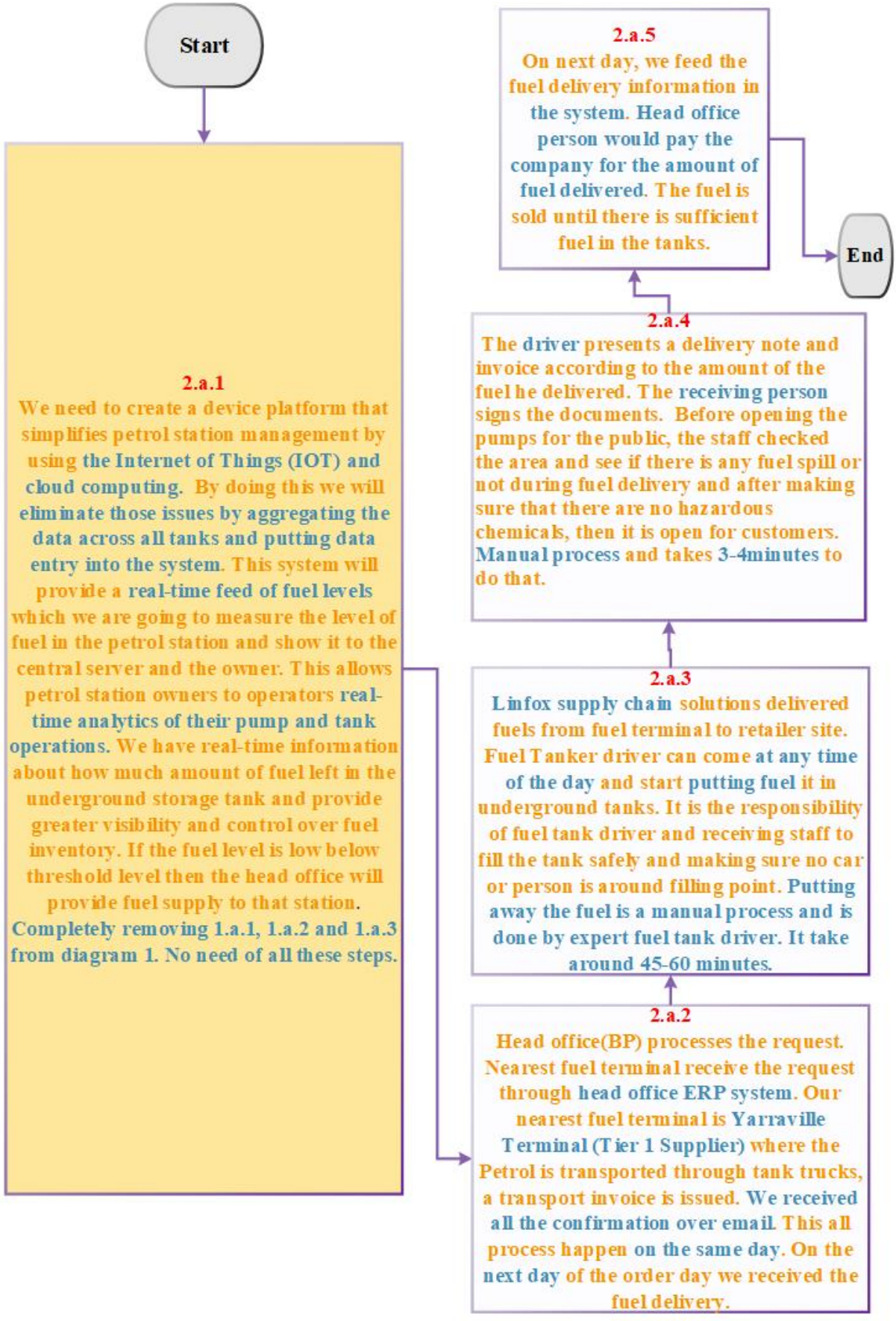

Diagram 2.a (Source) Source: [a,b,c,2,3,5,1,12,13,14,15] New process-Yellow colour

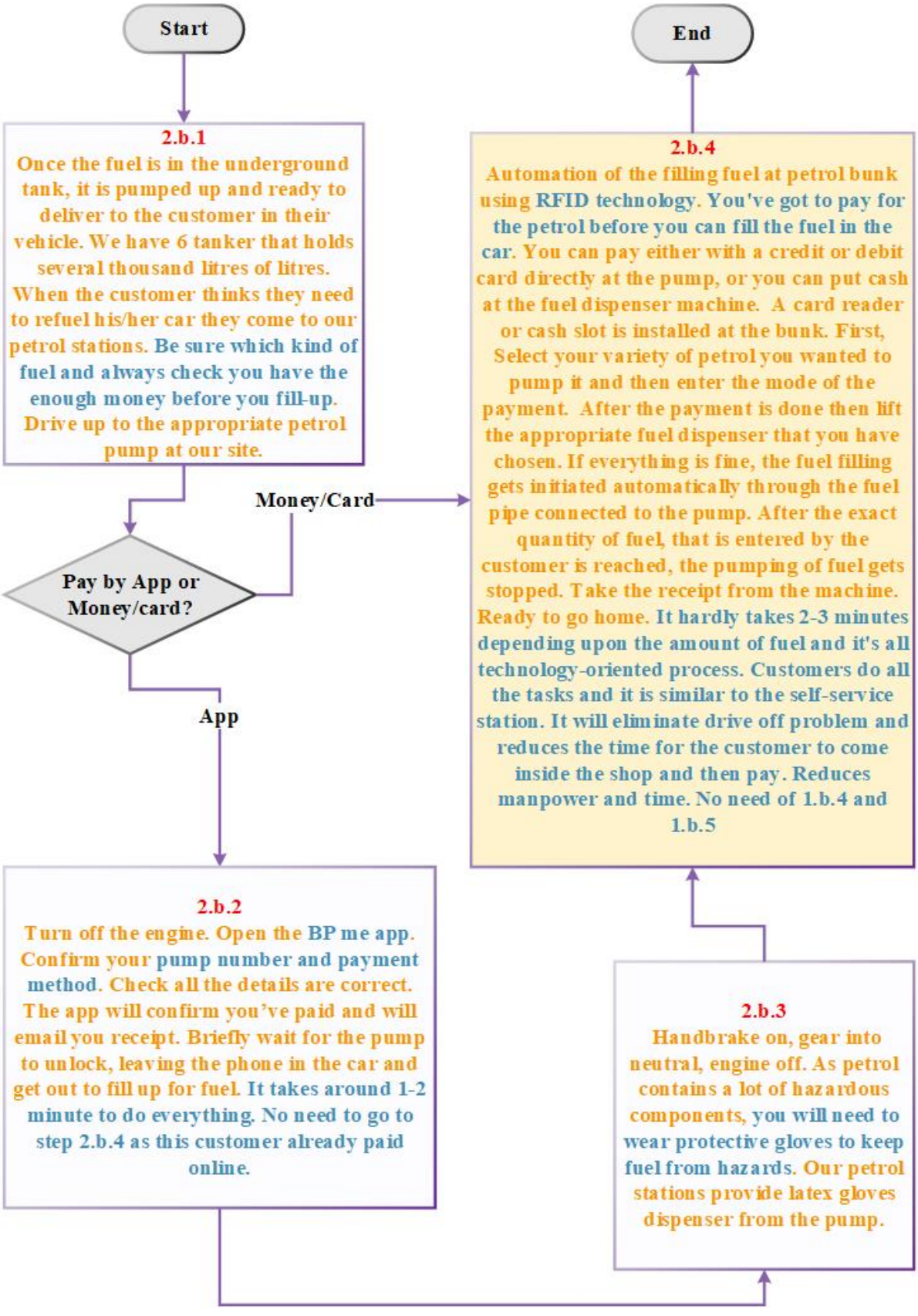

Diagram 2.b (Make) Source: [a,b,c,2,3,5,1,12,17,18] New process-Yellow colour

Strategic

Decision factors

Serial No.	Description of Decision Factors	Explanation
1	Implementing new technology	Needs knowledge about how to use it
2	Train the staff	Initially, need to invest money. The owner doesn't need to worry as it was borne by the company
3	Impact on the environment (CSR) when introducing new technology	It makes the country and the company to be innovation/technology leader in Australia.
4	Occupational health and safety of their staff	Nothing impact. But know how to troubleshoot those things when it was not working properly
5	The financial investment aspect of owner(ROI)	Investment needs to be done from, Low ROI. Take years to get back investment. Depends on the agreement
6	Operational efficiency	Improved efficiency in every domain. Fast delivery. Time reduced.
7	Enhance sales and customer satisfaction	Improved a lot as waiting time for the customers is less.
8	Reduce Manpower	Less staff required. Everything is automated. Owner is happy.

Table 5: Strategic Alignment with Decision Factors

Objectives/ Strategies

On a franchise level, we have certain things that allow doing but certain things are not allowed to do. Implementing all this solution at our site depends on what type of agreement my manager and BP have. Manger can't do alone. It is feasible only when the investor or senior person puts the money in implementing these solutions. In the long run, the investor or senior managers needs to think about whether they can make a profit or not after heavy investment. They need to think about ROI. Besides, they need to think about government regulation regarding implementing IOT based solution. This strategy is good as I think customer satisfaction, and brand reputation increased.

Buyer behaviour segments

By implementing a new metric, I would say both of the individual and corporate customers affect positively and reduces times. In the old process, if the customer is paying by card/cash, they park their car in front of petrol dispenser. So during this time, no new customer can filled the fuel. As a result lot of time and fuel wasted. The new solution will occupy the place until he/she is filling the fuel. Because it involves technology it affects positively to those who are technically savvy but it affects negatively who knows little about technology.

Synthesise Research

Smart petrol pump is feasible in the real world due to these following studies [1, 12, 13, 14, 15, 16, 17, 18].

Section 10: Conclusion

At this point, the company have strong future prospects in the areas of profitability, greater customer satisfaction if it changes its path to innovation. Senior members need to think about ROI. Improvements in every supply chain process of the company are needed if the company wanted to survive and then grow. The implementation of the new method will optimise and streamline the

business process. It will reduce the average time taken from ordering fuel to delivering. Adopting this new metric make all process automated and improve efficiency.

Section 11: Company Sources

a. Syed, Hussain 2019, Personal interview, 24 July 2019, Station Manager, British Petroleum.
b. Syed, Hussain 2019, Phone interview, 22 August 2019, Station Manager, British Petroleum.
c. Syed, Hussain 2019, Personal interview, 5 September 2019, Station Manager, British Petroleum.
d. BP Regular Unleaded Petrol; SDS No. 000000273 [Print]; British Petroleum: Melbourne, Sep 23, 2015. PDF (accessed September 9th, 2019).

Section 12: Reference Sources

1. Gupta, P., Patodiya, S., Singh, D., Chhabra, J. and Shukla, A., 2016, December. IoT based smart petrol pump. In *2016 Fourth International Conference on Parallel, Distributed and Grid Computing (PDGC)* (pp. 28-32). IEEE.
2. You Tube (2019). *How To Safely Fill A Tank With Petrol*. [video] Available at: https://www.youtube.com/watch?v=ZvFSuitGFoU [Accessed 7 Sep. 2019].
3. Aip.com.au. (2019). *Refining of Petroleum | Australian Institute of Petroleum*. [online] Available at: https://www.aip.com.au/resources/refining-petroleum [Accessed 7 Sep. 2019].
4. Holmes, A. (2019). *BP Australia Keep advancing 2019*. [online] Bp.com. Available at: https://www.bp.com/content/dam/bp-

country/en_au/about-us/BP-Keep-Advancing-Booklet-final.pdf [Accessed 7 Sep. 2019].

5. Chotai, D. and Singh, S. (2019). *How do petrol stations acquire the petrol they sell?*. [online] Quora. Available at: https://www.quora.com/How-do-petrol-stations-acquire-the-petrol-they-sell [Accessed 7 Sep. 2019].
6. Hilpert, M., Mora, B.A., Ni, J., Rule, A.M. and Nachman, K.E., 2015. Hydrocarbon release during fuel storage and transfer at gas stations: Environmental and health effects. *Current environmental health reports*, *2*(4), pp.412-422.
7. EPA Victoria (2019). *ENVIRONMENTAL RISK MANAGEMENT AT RETAIL FUEL OUTLETS*. [online] Melbourne: EPA Victoria. Available at: https://www.epa.vic.gov.au/~/media/Publications/903.pdf [Accessed 8 Sep. 2019].
8. Darwin International Airport (2014). *SPILL MANAGEMENT PREVENTING STORMWATER POLLUTION*. [online] Darwin: Darwin International Airport. Available at: http://www.darwinairport.com.au/working-airport/environment [Accessed 8 Sep. 2019].
9. RAMKUMAR, M. (2018). *US Gulf Coast: The Largest Refining Region in the Country - Market Realist*. [online] Articles2.marketrealist.com. Available at: https://articles2.marketrealist.com/2016/11/us-gulf-coast-largest-refining-region-country/ [Accessed 8 Sep. 2019].
10. Exxon Mobil (2018). *Altona Refinery 2017 Safety Case Summary*. [online] Melbourne: Exxon Mobil, pp.9-13. Available at: https://cdn.exxonmobil.com/~/media/australia/files/publications/safety-cases-2017/2017-altona-safety-case-summmary-final.pdf [Accessed 8 Sep. 2019].

11. Exxon Mobil (2018). *Yarraville Terminal 2017 Safety Case Summary*. [online] Melbourne: Exxon Mobil. Available at: https://cdn.exxonmobil.com/~/media/australia/files/publications/safety-cases-2017/2017-yarraville-safety-case-summary-final.pdf [Accessed 8 Sep. 2019].
12. Rao, S.S. and Prasad, V.S., 2017, June. Centralized automation of petrol bunk management and safety using RFID and GSM technology. In *2017 International Conference on Intelligent Computing and Control (I2C2)* (pp. 1-5). IEEE.
13. Deepa, D., Deepashree, B., Deepu, N. and Divya, R.P., 2018, April. Multipurpose Self Fuel Dispensing Automated Framework Utilizing RFID Prepaid Cards. In *2018 International Conference on Design Innovations for 3Cs Compute Communicate Control (ICDI3C)* (pp. 69-74). IEEE.
14. C. R. Dongarsane, Pooja Dalavi, Sunaina Golandag, Snehal Powar, "Self-Operated Petrol Pump". International Journal of Advance Research, Ideas and Innovations in Technology. Vol.no.3, issue 2, 2017
15. Chandana, K.N., Chirag, M.V., Burugupalli, P.K.K., SV, A.K. and Akarsh, J., 2018. Raspberry Pi Based RFID Smart Card Refuelling System. *Perspectives in Communication, Embedded-systems and Signal-processing-PiCES*, *2*(6), pp.149-152.
16. Benjamin, R.M., Kannan, S., Gopi, G.K. and Benjamin, R.G., 2017. AUTOMATED PETROL PUMP. *Journal of Student Research*.
17. Jadhav, A.H., Pawar, R.S., Pathare, P.M., Pawar, K.D. and Patil, P., 2014. Multi-automized fuel pump with user security. *International Journal of Scientific & Technology Research*, *3*(5).

18. Gutierrez, P. (2017). *Using IoT to unify petrol station management*. [online] IoT Hub. Available at: https://www.iothub.com.au/news/using-iot-to-unify-petrol-station-management-457544 [Accessed 9 Sep. 2019].
19. King, B., Esswein, E., Retzer, K., Snawder, J., Ridl, S., Breitenstein, M., Alexander-Scott, M. and Hill, R., 2015. UPDATE: reports of worker fatalities during manual tank gauging and sampling in the oil and gas extraction industry. *NIOSH Science Blog. Washington DC: National Institute for Occupational Safety and Health. http://blogs. cdc. gov/niosh-scienceblog/2015/04/10/flowback-3*.
20. Fizal, A.N.S., Hossain, M.S., Alkarkhi, A.F., Oyekanmi, A.A., Hashim, S.R.M., Khalil, N.A., Zulkifli, M. and Yahaya, A.N.A., 2019. Assessment of the chemical hazard awareness of petrol tanker driver: A case study. *Heliyon*, *5*(8), p.e02368.
21. Wikihow.life. (2019). *How to Pump Your Own Gas: 12 Steps (with Pictures) - wikiHow*. [online] Available at: https://www.wikihow.life/Pump-Your-Own-Gas [Accessed 9 Sep. 2019].
22. WorkSafe. (2017). *Petrol*. [online] Available at: https://worksafe.govt.nz/topic-and-industry/hazardous-substances/guidance/substances/petrol/ [Accessed 9 Sep. 2019].

Part B: Feedback Reflection Report

1.1 Seminar feedback

I have attended all the 7 seminars but I have submitted the drafts for 5 tutorials on week 3, 5, 6, 7, 8. In seminars, I received the feedback for sections 2, 5, 6, 9(operational) at week 3, 6 and 7. For other sections, I listened to the feedback of other students in my group. The below examples are from the sessions throughout the teaching period.

Example 1: I remember in week 2, the tutor told us to start the interview on the general note like what the business about, know their important products and services etc. and make the manger to feel comfortable to talk with you. He also told us that the questions must be in a proper sequence and must cover important areas such as their suppliers, customers and supply chain process. Questions related to CSR must also be avoided as some personnel did not want to talk about this topic. Some dos and don'ts about the interview.

Example 2: My tutor told in section 2 you need to write the goals and strategies respect to the local company, not with respect to main company. No generic goals or strategies should be written. Tell us to think in terms of vision and mission.
I felt all the tutor really supported me when I didn't understand anything. Sometimes, I feel frustrated about what to do in these different sections, but I received continues feedback from the tutor. It would help me in my organizational life such as how to deal with clients and framing right questions to them. By going to this weekly session it improved a lot in my report.

1.2 Discussion Forum (Cloud Deakin) Feedback

In writing my final draft, all the questions that are posted on the discussion forum are very much helpful. Lots of Craig responses help me a lot to prepare the final report.
Example 1: One of the questions asked by Sumedha's how to write synthesis research for product selection is very helpful to me. You can see on my final draft I amend all the changes according to that.

1.3 Looking up the other Student's draft work:

In writing my final draft and submitting every week draft I see other student's works to get some general idea how to tackle different sections.

Example 1: Even I see all my friends draft works and look and point out my mistakes in my draft. I usually compare my draft writing with others. Try to improve those sections. For section 3, 4 and 7, I used my fellow-mates feedback to amend changes in my drafts.

1.4 Feedback received from consultations

I have cleared all my doubts by going to these consultation sessions on Monday. This works best for me as I receive personal feedback on my drafts. For example, I wasn't clear and concise with my source & make diagram and she suggested me to use more process element and make systematic flow so that the marker can understand. She also advised me to increase the font size. Suggested a portrait view. She asked to evaluate goals/strategies, decision factors based on owner's point of view and link them in the strategic section 9 to reflect what changes it will help to grow organization in the future.

1.5 Feedback from the class

Lectures help me a lot to understand the section. It helps me what I need to write in each section. A lot of self-learning comes from the lecture. Some lectures I have attended online but some physically present in the class. They are well-planned, structured and the best part is that some slides are specific to assignment. I usually make notes of some important points/concepts to teach in the class.

1.6 Feedback from the company/manager

When I showed my report to the manager he just sees it from a broad perspective. Instead of getting feedback on my sections, he told me some more new things that I don't know initially. Those things mostly related to sources. I incorporate those changes in my source and make diagrams.