GAP-LS1002 Assignment 1

Background:

OFF THE EDGE LTD (OTE) is a new company that is being set up by two entrepreneurs, William Green and James Logan, to provide an extensive and varied range of outdoor clothing and accessories for people who enjoy extreme sports and outdoor activities.

Their goal is to cater for all levels and abilities and so they want their inventory range to cover all price levels from the cheaper discounted items for beginners through to high end, top price goods for people with experience.

Green and Logan are in the final stages of establishing their business but before finalizing the operation they need some information on the following concepts which they have been told will be critical to the successful running of their business in today's competitive market.

The concepts are:

1. On-line retailing
2. Cloud computing
3. Electronic procurement

Your task:

Explain the advantages and disadvantages of each concept and recommend which of these concepts the directors should implement into their business. Remember to give an explanation of the reasons for your recommendations.

Assignment Rules:
1. This assignment is due at 10:00 pm on Friday April 28.
2. This assignment has a word limit of 800 words in total (+ or – 10%)
3. There should be a minimum of 3 different external sources cited in APA 6th style conventions and included in your reference list. Students who fail to achieve the minimum requirement of the citation will result in a 5%-mark deduction for each missing citation.
4. Students are required to submit this assignment electronically in the MS Word or WPS Word format.

	Met criteria to an excellent standard	Met criteria to a very good standard	Met criteria to a satisfactory standard	Did not meet criteria
Advantages and disadvantages of each concept **(40 Marks)**	The advantages and disadvantages of each concept are thoroughly explained.	The advantages and disadvantages of each concept are explained.	The advantages and disadvantages of each concept are included. However, some explanations lack detail.	The advantages and disadvantages of concepts are included but explanations are lacking.
Recommendations and reasoning **(60 Marks)**	Reasoning for recommendations is appropriate and thoroughly explained.	Reasoning for recommendations is appropriate and explained.	Reasoning for recommendations is appropriate. However, some explanation is lacking.	Reasoning for recommendations is inappropriate or explanations are lacking.
Markers Feedback				
			Total:	**%**