

A/ Assignment recap

You are required to submit an overview of a variety of potential issues and challenges facing the HRM strategy of a range of fashion business in the current industry environment, and the strategies they may enact in response. Select two of these challenges to be examined further.

Select three real businesses and two HRM-specific issues or challenges. These businesses should represent a cross-section of business sizes and market levels (i.e. small independent, national chain, multinational, fast fashion, luxury etc.).

Discuss, compare, contrast and analyse the effect that these two challenges have on each of the businesses, and how it will affect each of them differently or similarly. Outline potential initiatives or strategies that the business may apply in response to each, using plenty of examples where appropriate.

Suggested structure

- I. Executive Summary
- II. Issue 1
- III. Issue 2
- IV. Brand 1
- V. Brand 2
- VI. Brand 3
- VII. Conclusion

B/ Key term definition

