



Coursework Administrative Details

Module/Lecture Course:	Retail Analytics
Deadline for submission:	18/04/2024
Deadline for marks and feedback to be returned to students:	13/05/2024
Submission instructions:	See below
Submission file type(s) required:	PDF or Word file
format:	Individual written report
Contribution:	100% of the overall module mark

In accordance with University procedures, submissions that are **up to 5 working days late** will be subject to a cap of the module pass mark, and **later submissions will receive a mark of zero**. This does not apply for resit submissions as a 2nd attempt. For such resits, late submissions receive an automatic mark of zero.

INDIVIDUAL WRITTEN REPORT- 3000 WORDS

For the summative assignment, you are required to write an individual report following a retail entrepreneurship idea. We would like you to develop an idea for opening a *new* retail business. You should choose the type of the retail store you want to open think about all the steps you need to follow, collect the necessary data for every step of your decision making and develop your idea.

The store does not necessarily need to be based in the local area, but it will be easier to get information if it is. Ideally, we would like you to choose a retail location based in the



UK. Please note that, you should not choose an existing store, and you should develop an idea for opening a completely *new* retail store.

In the form of a business proposal (with no strict format), you need to cover the following:

1. Describe the type of the retail store that you want to open and identify the type of merchandise your retail store will carry.

Decide on which channel(s) you want to deliver your products. Justify your choice of channel(s).

Following a market segmentation, identify your target market. Justify your choice of the target market.

Identify your main competitors and explain your bases for developing a competitive advantage relative to your competitors.

(30 marks)

2. Consider different factors that may affect your choice of the retail location and choose the proper site location. This should cover a site assessment to show where you have chosen to locate your store and why. You are required to use a tool like the site selection checklist and/or use of geodemographic data to support your justification.

Define your financial and pricing strategies. Justify your strategies.

Develop a marketing communication plan and outline your objective and communication methods.

(50 marks)



3. Develop a customer relationship management (CRM) programme. Discuss your customer relationship management strategies and how you plan to implement and evaluate it.

(20 marks)

Notes:

If you choose to do primary research for this assignment, please ensure that you have followed the ethics guidelines set out for research on the university pages for Ethics and Governance and completed the necessary form available at

<https://www.dur.ac.uk/research.innovation/governance/ethics/process/online/>.

OVERALL WORD LIMIT, 3000 WORDS MAXIMUM

The word count should:

- *Include* all the text, including title, preface, introduction, in-text citations, quotations, footnotes and any other item not specifically excluded below.
- *Exclude* diagrams, tables (including tables/lists of contents and figures), equations, executive summary/abstract, acknowledgements, declaration, bibliography/list of references and appendices. However, it is not appropriate to use diagrams or tables merely as a way of circumventing the word limit. If you use a table or figure as a means of presenting your own words, then this is included in the word count.

Examiners will stop reading once the word limit has been reached, and work beyond this point will not be assessed. Checks of word counts will be carried out on submitted work, including any assignments or dissertations/business projects that appear to be clearly over-length. Checks may take place manually and/or with the aid of the word count provided via an electronic submission. Where a student has intentionally misrepresented their word count, the School may treat this as an offence under



Section IV of the General Regulations of the University. Extreme cases may be viewed as dishonest practice under Section IV, 5 (a) (x) of the General Regulations.

Very occasionally it may be appropriate to present, in an appendix, material which does not properly belong in the main body of the assessment but which some of you wish to provide for the sake of completeness. Any appendices will not have a role in the assessment – examiners are under no obligation to read appendices and they do not form part of the word count. Material that you wish to be assessed should always be included in the main body of the text.

MARKING GUIDELINES

Performance in the summative assessment for this module is judged against the following criteria:

- Relevance to questions
- Organisation, structure and presentation
- Depth of understanding
- Analysis and discussion
- Use of sources and referencing
- Overall conclusions

You are strongly advised to use Times New Roman font size 12 for your assignments. Assignments must be typed or word-processed on A4 paper using 1.5 or double spacing and with margins of 2-3 cm and pages should be numbered. Please use the *Harvard* style for referencing.

Important: The report should be divided into different sections with clear headings covering all the elements required.



PLAGIARISM and COLLUSION

You are required to submit an electronic copy of your assignment on Ultra which will be put through the plagiarism detection service.

Students suspected of plagiarism, either of published work or work from unpublished sources, including the work of other students, or of collusion will be dealt with according to Computer Science and University guidelines.

Please see the following for further information on Academic Misconduct:

<https://durhamuniversity.sharepoint.com/teams/LTH/SitePages/6.2.4.aspx>

<https://durhamuniversity.sharepoint.com/teams/LTH/SitePages/6.2.4.1.aspx>