**Individual report**

**REQUIREMENTS**

**Final Due**

Your final is due on Sun 2nd Apr at 6:59 PM.

**Word limit**

1700 words; not including references

**Referencing**

You're required to follow APA

**TASK**

**Purpose 🎯**

Reports are analyses of situations or problems to be solved. They are used to communicate challenges and recommendations, in order to drive change. In this assessment, you will apply theories taught in class to a real work business scenario, helping you develop your **analysis, problem solving,** and **writing skills**.

**Brief ✏️**

Sole Authority is an Australian shoe brand established in 2014 that has developed a loyal customer base. They produce quality shoes that are known for their comfort and contemporary style, with a typical sale price of around $100-$150 a pair. The shoes are manufactured in China, and sold at the Myer and David Jones department stores, plus numerous shoe store chains and independent shoe stores. The brand has a strong presence on social media, supported by some customers who are enthusiastic about the brand.

Sole Authority have in recent years seen modest annual growth of about 7%, but the Board of Directors are keen to see further growth. A senior management strategy planning session led to the suggestion to additionally sell customised shoes. Some other shoe brands have done this recently, allowing their customers to customise their shoes with different styles, materials, colours and laces. Initial market research suggests that there may be reasonable demand for customised shoes, with a segment of their current and potential customers willing to pay a premium for customisation.

**Task Details ✍️**

The Managing Director has tasked you, the Chief Logistics Officer, to write a 1500 word report, outlining the implications of the introduction of customised shoes for Sole Authority’s logistics and supply chain management. Specifically, the report should cover the implications, opportunities and risks for production, distribution, logistics strategy, and other relevant logistics functions. Clear recommendations should be made. Be sure to identify and explain all relevant logistics concepts in your report.

Assume that you are writing your report for the Board of Directors of Sole Authority. The Board will not be experts in logistics and supply chain management, so you cannot assume they have much existing knowledge. All suggestions should be specific to Sole Authority and not be overly generalised.

You should also make use of tables, charts and figures as appropriate. The Board expects to see references to support your arguments. These could include trade press and news articles, but they would also like to see the use of the academic literature, referenced appropriately.

**Additional Information 📚**

To help you complete this task successfully, the following resources are provided:

* *Brief* — read this to understand the details of the Report
* *Marking Rubric* — refer to this to understand how you will be assessed
* *Checklist: How to write an Essay* — use this to help you complete the task

**Checklist: How to write a Report ✅**

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Copy + paste this checklist into the Notes section in Cadmus and tick off items as you complete them

**Step 1: Task Understanding**

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Read the *Task Details* and *Checklist* carefully

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Read the *Marking Rubric* (pdf available in Resources below) to understand how you will be marked

**Step 2: Analyse Brief**

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Read the *Brief* carefully and thoroughly

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To help you understand the situation, investigate all areas of the *Brief,* including:

* + environment
  + industry
  + management

**Step 3: Prepare to Research**

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Enrol in the MASS (Make a Strong Start) library course (link available in Resources below) to build your skills in academic research

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Complete **Module 1: Find academic research (including journal articles)**

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Complete **Module 2: Find company and industry information**

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Refer to this library link on [how to find good quality, scholarly sources](https://libguides.library.usyd.edu.au/business_literature/help)

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You can also go to this library link to [get more help with your assignment](https://www.library.sydney.edu.au/help/online-training/)

**Step 4: Research**

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Use your library search skills (developed in Step 3) to find quality academic research and information on the industry you are researching

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Identify the various logistics and supply chain management implications of the proposal to sell customised shoes.

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Consider:

* + Professional literature/trade press
  + Academic literature

**Step 5: Plan Report**

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Assume that you are writing your report for the Board of Directors of Sole Authority. The Board will **not all be experts in logistics and supply chain management** so you cannot assume they have much existing knowledge.

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Start planning your Report using this structure:

**Executive summary**: (200 words)   
Provide a brief overview of the Brief, and the implications, opportunities and risks for all relevant logistics functions. Plan this *after* you've planned the body of your report.

**Body:** (1500 words)

Write a professional report of 1500 words, outlining the implications of the introduction of customised shoes for Sole Authority’s logistics and supply chain management. Specifically, the report should cover the implications, opportunities and risks for production, distribution, logistics strategy, and other relevant logistics functions. Be sure to identify and explain all relevant logistics concepts in your report.

Assume that you are writing your report for the Board of Directors of Sole Authority. The Board will not be experts in logistics and supply chain management, so you cannot assume they have much existing knowledge. All suggestions should be specific to Sole Authority and not be overly generalised.

You should also make use of tables, charts and figures as appropriate. The Board expects to see references to support your arguments. These could include trade press and news articles, but they would also like to see the use of the academic literature, referenced appropriately.

**References**: (no word limit)

* + You are required to use the APA referencing style
    - The recently released 7th edition is preferable, but the 6th edition is acceptable as well
  + Refer to this guide for an [overview of APA referencing](https://libguides.library.usyd.edu.au/citation/apa7) and this PDF for a [detailed guide of APA referencing](https://libguides.library.usyd.edu.au/ld.php?content_id=49237993)

**Appendix** (no word limit, but any appendices will not be closely read during marking, so do not use them to make key arguments)

* + Follow these steps to add any appendices:
    - Add the title **Appendix** after your References
    - Add each appendix:
      1. As an image, using the camera icon 📷in the formatting toolbar
         1. Caption each image
      2. As text
         1. Clearly label each appendix

**Step 5: Write Report**

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Using your plan, write your report. Things to remember with writing:

* + **Clarity**: use short simple sentences and familiar non-technical terms where possible. Explain any technical terms precisely.
  + **Objectivity**: be unbiased and unemotional, using facts or evidence
  + **Accuracy**: present accurate and complete information
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**Remember!** You are writing your report for Board of Directors of Sole Authority. The Board will not all be experts in logistics and supply chain management so you cannot assume they have much existing knowledge.

**Step 6: Review**

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Revise your work for spelling, grammar or punctuation errors

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*Optional*: [Install Grammarly in your browser](https://support.cadmus.io/students/grammarly-cadmus)

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Ensure all citations and references match

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Ensure you have addressed all criteria in the *Marking Rubric*

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Review the USyd Late Submission Guidelines

**Step 7: Submit Final**

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Submit your Report

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Check your email for a confirmation of your submission

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Once graded, review feedback in Cadmus