**Assignment Structure**

**1. Introduction (50-100 words)**

- Here students need to include some general background information about the topic of their research.

**2. Background (650 words- secondary research- 50% of the mark)**

i) Here, students must analyse only 3 current retail trends from the list below:

* Fast fashion – Use the fashion items for a short time and dispose it – Eg. Zara, Primark, H&M, Boohoo etc.
* Sustainable fashion – Using the fashion items for long time – Eg. Patagonia Jackets
* Buy now pay later model (Klarna, ClearPay, LayBuy)
* Impact of online retailers (Boohoo.com, very.com, Amazon)
* Artificial intelligence and machine learning (Use of big data) – Predictive analytics
* Globalisation of productions – the Clothes are largely made in Bangladesh or Far-east
* The impact of Covid-19/Brexit on UK retailers
* The focus on becoming more customer centric and high-street retailers are attempting to provide experiences which cannot be provided by online retailers.

TIP: Best resources can be accessed through Athens directory

* ABI/Inform Collection (Proquest)
* Passport - Euromonitor
* Mintel
* SAGE Journals
* Company annual reports
* Or Google Scholar

ii) After analysing 3 of the above retail trends, students must formulate their research question and objectives.

**3. Analysis** (***650 words -50% of the mark-)*** Primary research and analysis-20% of the mark

Secondary research and analysis-30% of the mark).

Here, students must analyse the chosen company using any of the three market analysis models - (Porter’s 5 forces, SWOT, PESTEL).

**TIP: A basic primary data collection is a must**

Since students would find it difficult to obtain consent from retailers for primary data collection, it is ideal to rely on other students, friends, and families to respond as clients.

-Small survey within the classmates, friends, families would suffice – the learners should demonstrate some primary data collection and analysis (sample size 10 – 20)

-Eg. SurveyMonkey, GoogleDocs – can be used for questionnaire creation and analysis

**OR**

-Semi-structured interview with 3 to 5 open-ended questions (sample size 3 – 5)

-The findings can be presented in the ‘analysis’ section which could feed into the recommendations

-Survey questionnaire or interview topic guide should be presented in the Appendix section

**4. Recommendations/Conclusion –** (***650 words -*20% *of the mark***).

Students would provide the answer for ‘research question’ based on the analysis conducted in previous section

Recommendations to resolve the issues of struggling retailer

Or, Suggestions to continue the good practices of well-run retailer

**5. Bibliography**

**6. Appendix**

(Survey questionnaire or Interview topic guide)

**Proposal Structure**

**1. Introduction (30-50 words)**

-Here, students need to include some general background information on the subject of their research.

**2. Background (100 words)**

- Here, students need to clarify what their theme is. More specifically, they must provide some background information to describe and explain the theme.

**3. Aim & Scope (100 words)**

- Here, students must clarify their research question and objectives, as well as give the reason for choosing this topic.

TIP: Encourage students to write on the third person.

**4. Methodology (50-100 words)**

Here, students must provide details on how their research will be conducted from a methodological point of view.

**5. Gantt Chart**

Encourage students to create a project plan, by using the Gantt Chart format. Students can create a Gantt chart on Excel.

**General Rules**

Written work submitted as part of this assignment should be presented in Arial 12, 1.5 line spacing