

This GROUP task is worth 30% of your final grade – please begin your research early. 2,000 word limit.

Your task is to undertake an assessment of quality practices in a small 'service-industry' business.

Your case study must be structured with the numbered sections, and information as detailed in the format as follows.

Executive Summary– summary of key elements of the business' current quality situation, opportunities for improvement and recommendations (half-page max) **(10 marks)**

1. **Introduction** – What is the purpose of the case study and what is the nature of the business. (approx. 250 words) **(10 marks)**

2. **Background** – Describe the purpose and background to the business, its stakeholders, primary activities, culture, values and goals, quality stance. (approx. 300 words) **(10 marks)**

3. **Quality Assessment** – interpret the firm's current quality situation (approx. 500 words) Provide an introduction explaining your approach and the importance of the areas of consideration. **(15 marks)**

3.1 Management/organisational practices

3.2 Service/process practices

3.3 Customer practices

3.4 Workforce practices

4 **Identify opportunities** for the firm to improve its quality practices for greater advantage and performance success. (approx. 500 words) **(15 marks)**

Provide an introduction to the section.

4.1 Synthesis of your quality assessment to provide an integrated view of the firm's current situation. Identify three of four significant issues. Recognise if these as interconnected in the business system.

4.2 Explain why these are important in terms of quality performance for the firm and how superior quality practices in these areas could deliver improved outcomes for the firm.

5 **Conclusion** - (approx. 250 words) Provide an insightful, succinct and persuasive summary about the key findings of current quality situation, key quality issues, opportunities for improvement and performance implications for the firm. supportive of the following outstanding recommendations. **(10 marks)**

6 **Recommendations** –and their STRATEGIC importance and implications. These should provide as the basis for the recommendations (no more than 5) you present here. (approx. 200 words) **(10 marks)**

7 **References** – Provide sound and appropriate support for the ideas and discussion in your work with **TEN (10) ACADEMIC PEER-REVIEWED journal articles from management literature (10 marks)**

Note: Professional English language, grammar and spelling, coherent and cohesive style, and required formatting **(10 marks)**