



SM0382
Strategic Management
And
Corporate Social
Responsibility



Aims and Objectives of Workshops

- Guidance on how to tackle and approach this assignment
- Review of key learning outcomes
- Key Buzz words and what they mean for this assignment.

ASSESSMENT BRIEF

You are a Strategy Consultant to the UK Motorcycle industry. You have been asked by the client to produce a short report that includes an analysis of the current trends in the macro business environment, and to identify the key opportunities over the next 3-5 years. You are required to collect secondary data relevant to the industry and produce a 800 word report based on the following tasks:

A. Introduction (10 marks)

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By reference to scholarly work, summarise the advantages and disadvantages of macro business analysis

B. Using suitable framework(s), such as PESTEL, analyse and evaluate the industry's external macro business environment (70 marks)

C. Identify and discuss at least 2 business opportunities that are present in the macro business environment (20 marks)

You are advised to produce a PESTEL and append as Appendix 1. This should be no longer than 1 page. You are then advised to focus your 800 words on tasks A-C.

Questions

- What are you being asked to produce?
- What do you need to focus on?
- What are you to do with the material.
- A report
- UK Motorcycle Industry
- Application of Macro Business Environment to industry
- Analyse
- Evaluate
- Synthesise



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Success for A

A. Introduction (10 marks)

Introduction to the industry you are analysing
By reference to scholarly work, summarise the advantages and disadvantages of macro business analysis

- Defining an industry boundary
- Market size
- Market segments
- Competitors
- Risk factors
- Direction of travel
- Rate of innovation and/or examples of new products/services, etc.



Success for B

B. Using suitable framework(s), such as PESTEL, analyse and evaluate the industry's external macro business environment (70 marks)

- Collect relevant data from various sources
- Tables, figures, any data must be sourced.
- All sources are properly referenced.
- The data collected must be specific
(GIVE EXACT FIGURES/ STATS/ NUMBERS!)
- Forward looking data more than data about the past



PESTEL

	Implication	Importance (HML)	Time – frame (Years)
Political(1,2,3,n)			
Economic (1,2,3,n)			
Social (1,2,3,n)			
Technological (1,2,3,n)			
Environmental (1,2,3,n)			
Legal (1,2,3,n)			



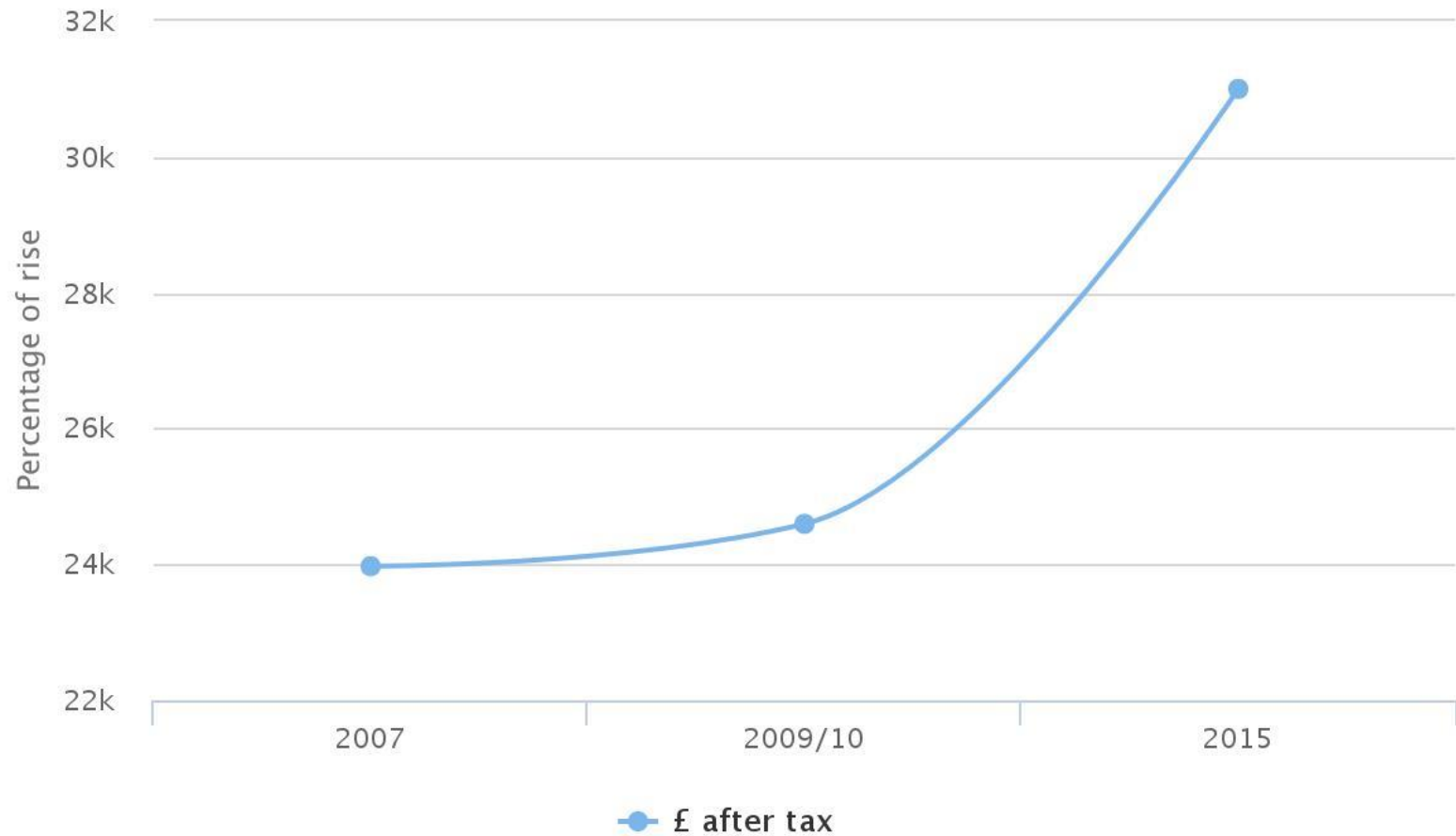
Tea industry in the UK (example)

Prime Minister Theresa May said the UK must prepare for "every eventuality, [including not reaching a trade deal with Brussels](#). While the UK remains a member of the European Union, tariffs are not currently charged on goods and services exported from Wales and the UK to other EU nations. If no deal was reached during the Brexit negotiations, then the UK and EU would operate a trading relationship under World Trade Organization (WTO) rules.

Under those rules, the EU would have to impose tariffs on goods and services from the UK at the same rate it charges to other countries - between 2-3% on many industrial products, 10% on cars, and between 20-40% on some agricultural products. (BBC, 2017).

Median income for retired households continued to increase following the economic downturn and provisional estimates for 2015/16 suggest it is now £21,500, £1,700 higher in real terms than in 2007/08 (£19,800) (ONS, 2016).

Earnings on average after tax



Highcharts.com

Rest breaks at work

1. Overview
2. [Taking breaks](#)
3. [Compensatory rest](#)
4. [Exceptions](#)
5. [Young workers](#)
6. [Disputes](#)

1. Overview

Workers over 18 are usually entitled to 3 types of break - rest breaks at work, daily rest and weekly rest.

Rest breaks at work

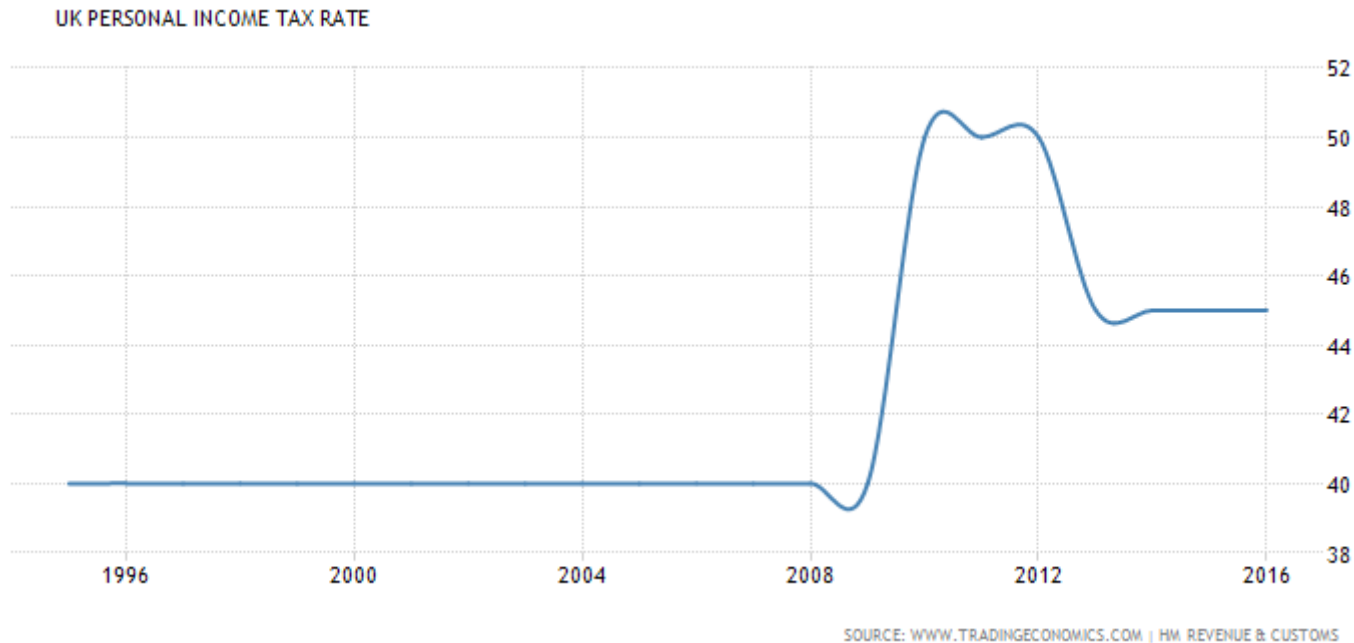
Workers have the right to one uninterrupted 20 minute rest break during their working day, if they work more than 6 hours a day. This could be a tea or lunch break.

The break doesn't have to be paid - it depends on their employment contract.

“A set of studies this year considered green tea, strawberries, and extra-virgin olive oil in the fight against Alzheimer's. A green tea polyphenol called epigallocatechin gallate was found to stop the formation of beta-amyloid plaques that are present in Alzheimer's disease by meddling with the function of beta-amyloid oligomers.” (Medical News Today, 2017).

“CANCER cases can often be prevented with lifestyle changes - and drinking more cups of tea may be simple way to prevent deadly condition. [...] Researchers found that risk of oesophageal disorder - which could lead to cancer - could be reduced by 30 per cent if you drink more than one cup of tea a day.” (Sunday Express, 2017)

UK Personal Income Tax Rate



Proprietary process technology for the best drink

DSET Dynamic Separation
Extraction Technology

Low-temperature, high-pressure plus high-performance dynamic countercurrent extraction technology is employed to move the active ingredients inversely from low concentration to high concentration so as to increase the extraction speed, reduce extraction temperature and cut down oxidation time.

- ✓ *Truly safe*
- ✓ *Absorb easily*
- ✓ *Highly concentrated*
- ✓ *Total essence*

All countries are being urged to consider introducing a sugary drinks tax by the World [Health](#) Organisation as an effective way of curbing the soaring obesity rate, especially in children. The UK government's scientific advisory committee on nutrition and health echoed that advice, which led to the decision to introduce a sugary drinks tax in the UK, although not until 2018.

(The Guardian, 2016)

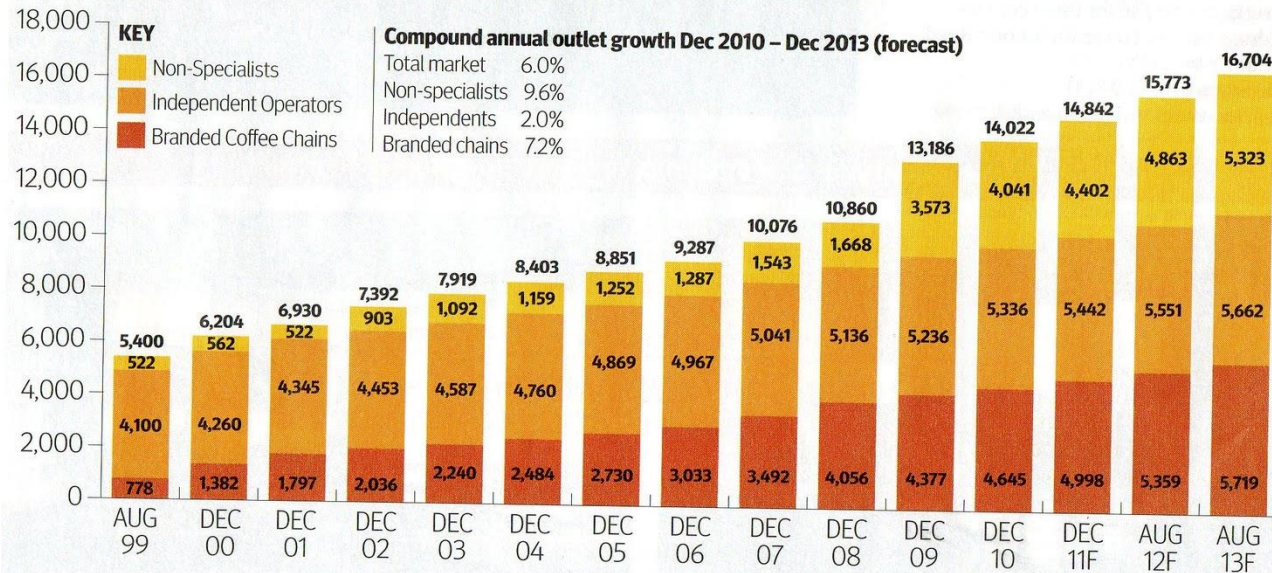
Younger Americans Embrace Healthier Eating Options
41 percent of Generation Z stated that they would be willing to pay more for healthier products.

26 percent of Generation X'ers (1965-1979) stated they would pay more for healthy food.

16 percent of those in the Silent Generation (1925-1945) made a similar claim.

(Hoffpost, 2015)

THE GROWTH OF THE UK COFFEE-SHOP MARKET, 1999 TO 2010 AND BEYOND



“The UK coffee shop market continues to astound even the most optimistic of forecasters, by growing significantly in value, in outlet numbers and also in the social psyche of the nation. As consumers gain more opportunity to consume quality coffee through more outlets, they are making it part of their lifestyle. Britain has become a ‘new nation of coffee drinkers’. Long live the cup of tea, but more and more consumers seek and enjoy quality coffee.” (Hospitality & Catering News, 2013)

In Summary

Success in Assignment One will partially depend on how well you conduct and apply your PESTEL analysis.

Good secondary data relevant to the UK Motorcycle industry (confectionary market) is very important ***(which needs to be sourced and referenced)***

However **good information** is **not enough** you must use it by stating very clearly what is the implication for your data on the UK Motorcycle industry (Analysis)

Useful sources for macro-economic analysis

- World Bank: <http://databank.worldbank.org/data/home.aspx>
- Trading Economics: <http://www.tradingeconomics.com>
- Yahoo Finance: <https://finance.yahoo.com/>
- UN Industrial Development Organisation: <http://stat.unido.org/>
- Office for National Stats: <https://www.ons.gov.uk/>
- The Economist: <https://www.economist.com>
- National Bureau of Economic Research: <http://www.nber.org/>
- Mintel Academic: <http://academic.mintel.com/>
- Eurostat: <http://ec.europa.eu/eurostat/web/main>

Aims and Objectives of Workshop 2

- Structure of Report
- Buzz Words – Analyse, Evaluate and Synthesis in relation to this Assignment

ASSESSMENT BRIEF

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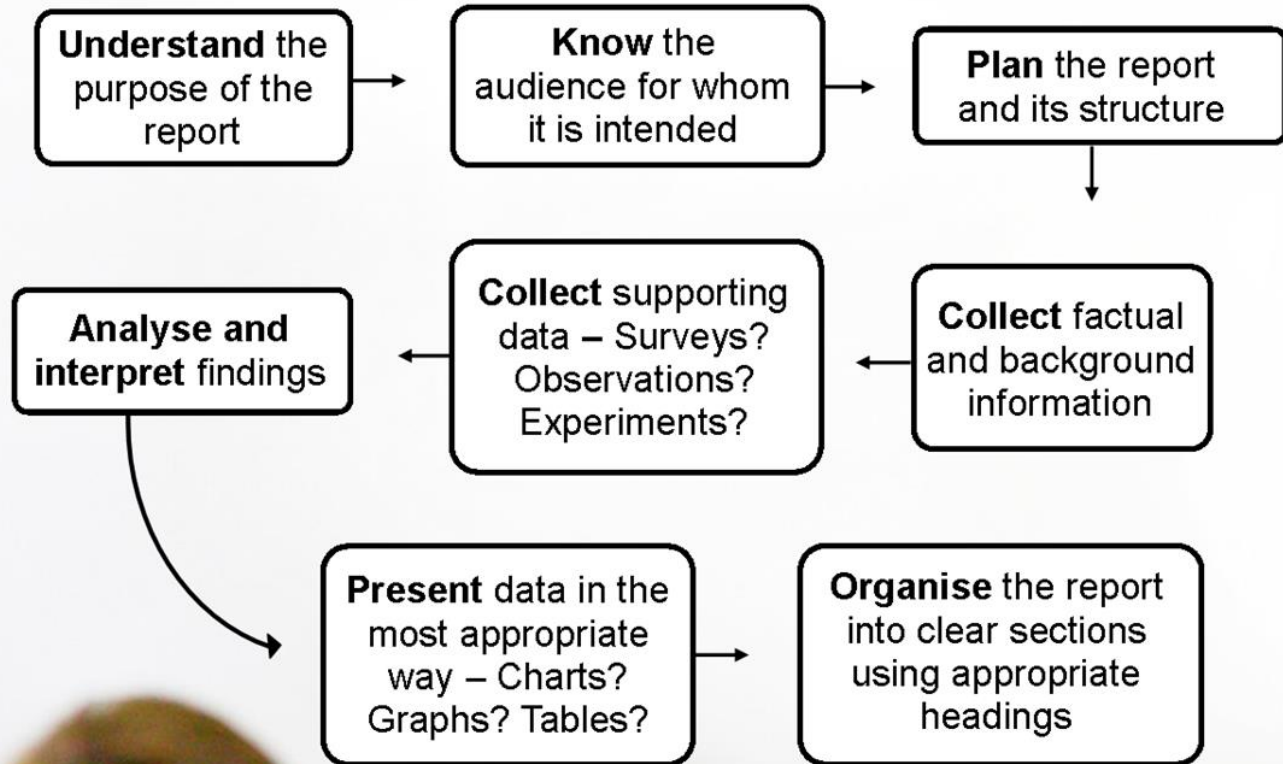
You are advised to produce a PESTEL and append as Appendix 1. This should be no longer than 1 page. You are then advised to focus your 800 words on tasks A-C.

What is a Report

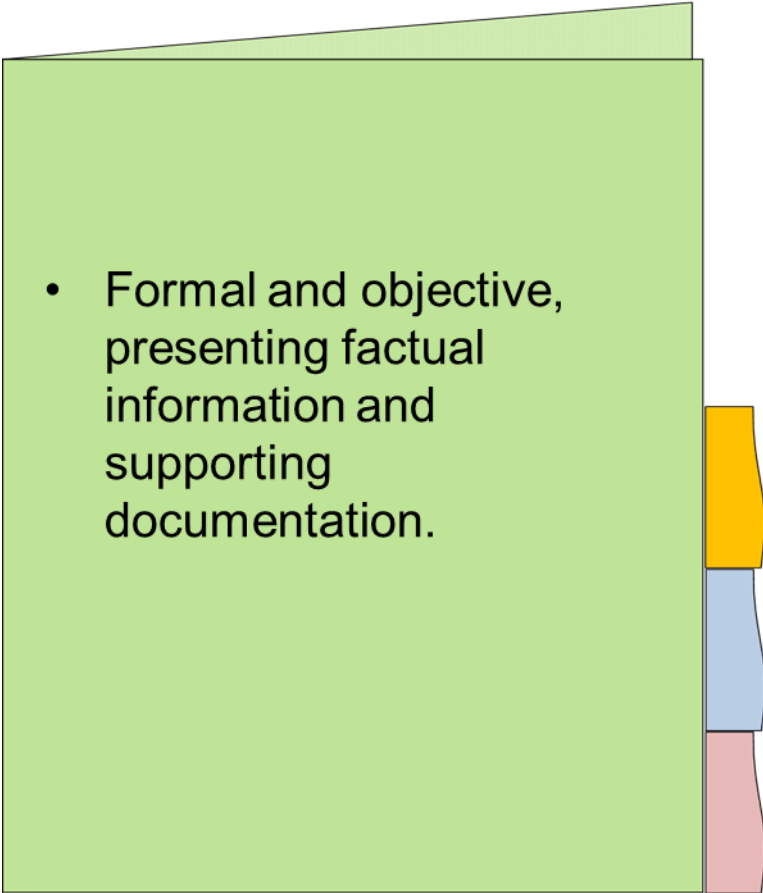
- Written for a clear purpose.
- Aimed at a particular audience/reader.
- Presents and analyses information and evidence to address a specific issue or problem.
- Written clearly and concisely.
- Logically structured making use of sections and heading so the information is easy to locate and follow.



Report writing Process



Style

- 
- Formal and objective, presenting factual information and supporting documentation.

- Clear Concise Language
- Short Sentences
- Keep paragraphs short
- Usually write in past tense and third person
- Use subheadings and headings to signpost your reader
- Use examples where appropriate to illustrate points or an argument
- Look for specific criteria within the Report Brief . (Font, font –size, margin, line spacing, page notation, etc.)

This Report's Structure

Introduction – This report will

This should be a theoretically informed discussion so you need to search for appropriate literature on this area.

Macro Business Analysis – What, why, types of, advantages and disadvantages.

Worth 10% of marks (80 words?)

PESTEL for the **the UK Motorcycle industry** – Analyse and Evaluation

- This means that
- This suggests that
- This is significant because
- This is a priority because

This section needs to show evidence of secondary data to support those macro environmental factors that you believe have an impact on the chocolate sector.

Worth 70% of marks (560 words?)

Opportunities for Business – From the previous analysis there are two main opportunities Because ... why

Worth 20% of marks (160 words?)

Analyse – Evaluate - Synthesise

	Implication	Importance (HML)	Time – frame (Years)
Political(1,2,3,n)			
Economic (1,2,3,n)			
Social (1,2,3,n)			
Technological (1,2,3,n)			
Environmental (1,2,3,n)			
Legal (1,2,3,n)			

Analyse – Evaluate - Synthesise

Example – the UK tea industry

PESTEL TABLE

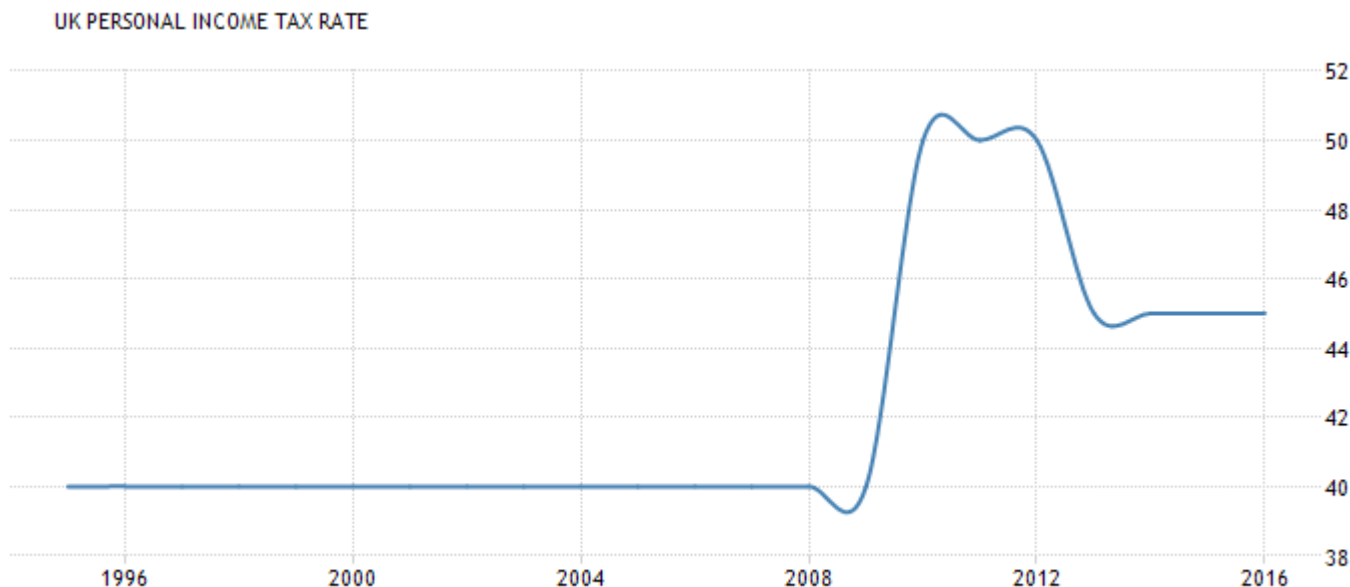
	Implication	Importance (HML)	Time – frame (Years)
P1 – Brexit and free trade deal	T	M	mid/long-term
Econ 1 – Increase of median income for retired households	O	M	Short-term (because the provisional 2015/16 results indicate that the value of median income for non-retired households is £29,200, which remains £400 below its level of £29,600 in 2007/08 (ONS 2016)).
Econ 2 – Increase of disposable earning (AT)	O	M	
S1- Health concerns, healthy eating (younger generations in particular)	O	H	Long-term
S/T2 – Studies on the effects of tea	O	H	
T1 (legal)- Extraction technology	O	M	Long-term
L1 – Tea break law	O	L/M	Long-term

Synthesise

Drawing together combinations of factors in a coherent manner which will demonstrate how the wider macro environment will impact on the industry.

Example

Median income for retired households continued to increase following the economic downturn and provisional estimates for 2015/16 suggest it is now £21,500, £1,700 higher in real terms than in 2007/08 (£19,800) (ONS, 2016).



UK Personal Income Tax Rate (Tradingeconomics, 2016)

Example

The UK government's scientific advisory committee on nutrition and health echoed that advice, which led to the decision to introduce a sugary drinks tax in the UK, although not until 2018.

(The Guardian, 2016)

Overview

Workers over 18 are usually entitled to 3 types of break - rest breaks at work, daily rest and weekly rest.

Rest breaks at work

Workers have the right to one uninterrupted 20 minute rest break during their working day, if they work more than 6 hours a day. This could be a tea or lunch break. (GOV.UK)

Remember Part C?

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Success for C

Whatever opportunities you discuss remember they **MUST** have come from the **DATA** that you presented and analysed within your **PESTEL** analysis.

So

(For instance) In your PESTEL you recognise and **have evidence** to support that the UK government's sugar tax (Legal factor) could lead the sugary drinks' price to be more expensive and it is a growing preference for healthy eating (social factor). And there are many studies that prove the effects of tea (Social/technological factor).

Your recommendation could be to offer an organic and healthy line of tea and highlight this point to appeal to consumers.



In Summary

Success in Assignment One will partially depend on how well you conduct and apply your PESTEL analysis.

Good secondary data relevant to the UK Motorcycle sector is very important (which needs to be sourced and referenced)

However good information is not enough you must use it by stating very clearly what is the implication of your data on the UK Motorcycle industry sector (Analysis) and how important a factor is it (Evaluation).

Aims and Objectives of Workshop 3

- Editing and Proof Reading
- Referencing
- Questions

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Editing and Proofreading Checklist

Spell check

General checks

- Spelling
- Grammar and punctuation
- Vocabulary
- Style and layout
- Expressing yourself clearly
- Acknowledging supporting evidence and references

Check as you go along

Get someone else to read it

Read your work out

Style and layout

No specific requirements for font, size, spacing, etc. However, make it consistent throughout the entire essay.

Referencing

All data sources you use for the PESTEL analysis/ table (even if you do not bring into the main text) must be referenced.

Cite them Right- APA 6th STYLE

So you know how to reference do you?

Take the challenge.

APA 6TH STYLE

Question 1-

1. Electronic Book

Title: The Economist Guide to Commodities:

Producers, players and prices; markets,
consumers and trends

Author: Bain, Caroline

Publisher: Published London: Profile Books,
2013

Retrieved from <http://www.ebilib.com>

Answer

In Text: (Bain, 2013)

Reference List:

Bain, C. (2013). *The Economist Guide to Commodities: Producers, players and prices; markets, consumers and trend*. Retrieved from <http://www.ebilib.com>

Question 2

2. A report

Title: Global Employment Trends for Youth 2013: A generation at risk

Global Employment Trends for Youth 2013: A generation at risk / International Labour Office – Publisher: Geneva: ILO, 2013

Available: http://www.ilo.org/global/research/global-reports/global-employment-trends/youth/2013/WCMS_212423/lang--en/index.htm

Retrieved 29 June 2015

Answer

In Text: (International Labour Office, 2013) or The report by the International Labour Office (2013)

Reference List: International Labour Office. (2103). *Global Employment Trends for Youth 2013: A generation at risk*. Retrieved from http://www.ilo.org/global/research/global-reports/global-employment-trends/youth/2013/WCMS_212423/lang--en/index.htm

Question 3 -

3. BBC News Article

Title: Davos 2012: Youth unemployment 'disaster'

Author: By Tim Weber Business editor, BBC News website, Davos

URL Link: <http://www.bbc.co.uk/news/business-16774301>

Retrieved 27 June 2015

Answer

In text (Weber, 2012)

Reference List:

Weber, T. (2012). *Davos 2012: Youth unemployment 'disaster'*. Retrieved 27 June, 2015, from <http://www.bbc.co.uk/news/business-16774301>

Question 4 -

4. Journal Article

Title: An optimization approach for managing fresh food quality throughout the supply chain

Journal Name: [International Journal of Production Economics](#)

Volume 131, Issue 1, May 2011, Pages 421–429

Authors: [Aiying Rong](#), [Renzo Akkerman](#), [Martin Grunow](#)

doi:10.1016/j.ijpe.2009.11.026

Answer

In text: (Rong, Akkerman & Grunow, 2012)

Reference List:

Rong, A., Akkerman R., & Grunow, M. (2011). An optimization approach for managing fresh food quality throughout the supply chain. [International Journal of Production Economics](#), 131(1), 421-429. doi:10.1016/j.ijpe.2009.11.026

Question 5 -

5. Book

Title: Managing quality

Authors: Dale, B. G; Wiele, Anthony van der; Iwaarden, Jos van

5th ed.

Published Malden, Mass. ; Oxford : Blackwell 2007

Answer

In-text (Dale, Wiele & Iwaarden, 2007)

Reference List:

Dale, B. G., van der Wiele, A., & van Iwaarden, J. (2007). *Managing quality*. (5th ed.). Oxford,UK : Blackwell

Question 6 -

6. On line Newspaper Article

Title: Greek debt crisis: What happens next?

Financial Times June 26, 2015

Peter Spiegel in Brussels

URL <http://www.ft.com/cms/s/0/9c40b854-1c09-11e5-a130-2e7db721f996.html#axzz3eQwZUArQ>

Answer

In text - as stated by Spiegel (2015)

Reference List

Spiegel, P. (2015, June 26). Greek debt crisis: What happens next? *Financial Times*. Retrieved from <http://www.ft.com/cms/s/0/9c40b854-1c09-11e5-a130-2e7db721f996.html#axzz3eQwZUArQ>

Assessment guidance 1

- ***Word Count (800)***

- The word count is declared on the front page of your assignment. The word count does not include title page, contents page, glossary, tables, figures, illustrations, reference list, bibliography and appendices.
- Summarising and compressing the information in your assignment into the word limit is one of the skills that students are expected to acquire, and demonstrate as part of the assignment process.

- ***Word limits and penalties for assignments***

- If the assignment is within +10% of the stated word limit no penalty will apply. However, if the word limit exceeds the +10% limit, 10% of the mark provisionally awarded to the assignment will be deducted. For example: if the assignment is worth 70% but is above the word limit by more than 10%, a penalty of 7% will be imposed, giving a final mark of 63%.

Assessment guidance 2

- ***Submission***

- The hand-in date : 7 March 2019, 7:15 pm (HK Time)
- Hand in MUST be to SPEED Office. Turnitin is required.
- Two Turnitin folders (DRAFT and FINAL). Use the DRAFT folder only for checking your similarity scores prior to final submission. Any assignment in the DRAFT folder will not be marked.

- ***Only ONE appendix (This must not exceed one page.)***

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Good secondary data relevant to the **UK Motorcycle Industry** is very important (which needs to be sourced and referenced)

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Questions

