010 Element Essay 3000 words (2023 MOD007191 TRI1 F01SAM)

**This assessment is worth 100% of the Module mark**

**Assessment Task Detail and Instructions:**

**You need to write up an essay (3000 words) in the form of a proposal as instructed below.**

**Imagine yourself as a hired consultant to an organisation. You can choose any organisation from one of the genres --- Consumer Goods, Financial services/Banking, Agricultural products, Service sector, IT Company**

**You have received a brief from this organisation that they want you to submit a proposal strategic plan with recommended actions and a time frame to present to the board of directors, in order to accomplish the following:**

1. **Design / Restructure the organisation’s value chain for better efficiency**
2. **Expand their business internationally – Potential locations, Strategic business functions, and expected time frame**
3. **Maintain the Environment, Sustainability, Governance (ESG) index as a top priority**

**The organisation’s ultimate objective is to improve their shareholders’ dividend and their stakeholders’ satisfaction**

Your essay's template must follow the format guideline below

* 12 points font (Non cursive font)
* 1.5 Spacing between the lines
* 6 points spacing after each paragraph
* Submission file format :- MS word or pdf

**Assessment Marking Criteria / Scheme:**

**Structure: 15 Marks**

Should expand on the draft structure and contain an introduction including background of the chosen organisation, its activities, objectives for expansion and what the proposal aims to deliver.

**Knowledge & Understanding: 35 Marks**

Should demonstrate knowledge and understanding of global business environment, value chain, concept of demand-supply and market attractiveness frameworks. Competition mapping and strategy formulation should be part of the discussion too. The concepts under consideration should be clearly defined. It should contain appropriate and insightful connections between theory and the real-life business issues as required by the question. Meaningful application of theory/framework/model is recommended.

**Analysis: 35 Marks**

The assignment should contain analysis of the issues under consideration. It should include examples to support arguments. It should demonstrate insightful and independent thinking. The analysis must be in-depth and conducted critically, considering differing view points and scenarios.

**Figures, Tables & Data and referencing: 15 Marks**

Should demonstrate an excellent use of supporting evidence (e.g. Figures, Tables and data). Ensure that your research is in depth and that you use various reference sources. Originality and innovative thinking would be of great value.

**Total: 100%**