

Assessment Task Detail and Instructions:

Assignment Task 010

Submission Date: By 21/11/2025 by 2 PM

You need to select

- One organisation (From the 'Organisation' list below)
- One Country (From the 'Countries' list below)

Consider your chosen organisation would like to enter (if they are not in the country) or expand (if they are already in the country) into your chosen country. Study the organisation, its product/service, the target country and based on that, prepare a 10-minute recorded audio-visual PowerPoint presentation to answer the following questions, supported with your researched information, evidence and analysis.

Q1- Describe the growth opportunities and possible challenges that the organisation is likely to face

Q2 - What are the direct and indirect competitions that the organisation may encounter

Q3-Based on your research and analysis, which of the following strategy/strategies would you recommend for the organisation to adopt -

- Cost Focus
- Differentiation Focus
- Product Diversification
- Collaboration with local organisations

The presentation must be a recorded audio/visual PowerPoint presentation, recorded on a laptop or tablet with a camera and mic (Not on a mobile phone). If you do not know how to record a PowerPoint presentation, please check the instructions by following the links provided below.

Organisations List

- Jo Malone (<https://www.jomalone.co.uk>)
- Deliveroo
(<https://deliveroo.co.uk>, <https://corporate.deliveroo.co.uk>
- Monzo (<https://monzo.com> , <https://monzo.com/corporate-governance>)

- Jaguar Land Rover (<https://www.jaguar.co.uk/index.html> ,<https://www.landrover.co.uk/index.html>.)

Countries List

- Saudi Arabia
- United Arab Emirates
- India
- China
- Thailand
- Egypt
- Ghana
- Germany
- France
- United States
- Mexico

Guidance Resources:

Helpful Resource: To understand what sort of challenges should you consider, you may refer to the report “**GLOBAL BRITAIN - TRADE AND INVESTMENT: GETTING DELIVERY RIGHT FOR THE UK ECONOMY**” published by British Chamber of Commerce ([https://www.britishchambers.org.uk/policy-campaigns/global-britain/Links to an external site.](https://www.britishchambers.org.uk/policy-campaigns/global-britain/Links%20to%20an%20external%20site.%20))

Notes about the Presentation:

It must be a recorded audio/visual PowerPoint presentation, recorded on a laptop or tablet with a camera and mic (Not on a mobile phone). If you do not have a laptop/tablet, please contact ARU library to borrow one. If you do not know how to record a PowerPoint presentation, please check the instructions by following the appropriate link.

Recording PowerPoint presentation --- On PC: <https://support.microsoft.com/en-gb/office/record-a-presentation-2570dff5-f81c-40bc-b404-e04e95ffab33>

Recording PowerPoint presentation --- On Mac: <https://www.youtube.com/watch?v=VyfqsfOTufM>

Assessment Marking Criteria / Scheme: Element 010

Research and Analysis: 40 Marks

You should demonstrate clarity and understanding as to how to research and analyse a country's business environment and identify opportunities / challenges. Use of

appropriate models/tools/frameworks to enhance the analysis should be the key. Important marking elements will be

- Analysing the countries from business point of view
- Analysing the organisation, its product/service and its business approach, strength and weakness
- Identifying business scopes, opportunities, risk and challenges
- Identifying the direct and indirect competitive elements and their impacts on the organisation's ability to grow
- Recommending a rational strategic approach

Application of Models and Frameworks: 30 Marks

The reason/justification of using the models that you have selected should be clear. In case there are alternative models that you may consider, those should be mentioned, and the merit of your selected model(s) should be highlighted. If you are not sure which model is to be used (amongst two or three), please explain the reason behind your dilemma. Discuss any possible limitations associated with any model rationally.

Data, Evidence, Referencing: 15 Marks

Data should be sourced from academic or authentic business data sources. Blogs, Crowd-sourced information (such as Wikipedia) will not be considered for grading.

Reference should follow Cite Them Right protocol

(<https://www.citethemrightonline.com>Links to an external site.)

Presentation: 15 Marks

A professional confident presentation should be the key. The slide(s) should have decent professional layout, relevant information, adequate and appropriate points. Too many animations or exaggerated visuals are highly discouraged. **Reading out from the slides will have a negative impact of grades.** A clear and confident discussion based on the points on the slides should be the key. Demonstrating your knowledge, understanding and academic rigour should be the key here.

Total: 100%

Element 011 – Reflective Essay (1000 words)

40% of Module Marks

Submission By: 05/12/25 By 2 PM

Examine your overall experience by reflecting on how you developed and delivered your assessment 010, following the steps below:

- **Brief description** of the experience
- **Analysis** what you did and your reason for doing so (In this section you can look into your activities such as Planning, Researching, using tools/models/frameworks, Tackling challenges etc.)
- **Evaluation** of your activities – what you did well and what you should improve upon
- **Conclusion** about what you learned and what you could have done differently

Please use the following

- 12 points fonts (Non cursive font)
- 5 Spacing between the lines
- 6 points spacing after each paragraph
- Submission file format: - MS word or Apple Pages (No PDF)

Guidance Resources:

<https://myaru.sharepoint.com/sites/student-learning-assessment/SitePages/study-skills.aspx>Links to an external site.

Assessment Marking Criteria / Scheme:

Marking Scheme Element 011

Structure: 20 Marks

This reflective piece should reflect sufficiently and appropriately on all the elements mentioned in the assignment 011 task. Each element should be explored, analysed and described critically. A balance between all the elements is needed, meaning a very long discussion on one element and little on the other would make the piece imbalanced and therefore the grade will be negatively impacted. A writing style with rational weightage on each element should be expected to score a higher grade, provided the content contains clarity, rationale and relevance.

Evaluation & Understanding: 40 Marks

Should reflect on your knowledge and understanding of global business environment and frameworks that you deployed while carrying out the 010 assignment. Description of your own experience, challenges and learning should be discussed and analysed.

Analysis: 30 Marks

The analysis should discuss the experience and how it progressed. What sort of models did you use and the reason for doing so, what was the potential outcome that you were looking for. Did you attain those outcomes? If so, what were the driving factors. Any unexpected experience, challenges faced and/or solutions found could be critically reviewed as regards to its causes, how it unfolded, strategies to mitigate challenges and expand on seemingly effective strategies that cropped up.

Conclusion: 10 Marks

Your learning from the experience and takeaways from the same. A logical and clear description to any particular situation and your action plan for handling such situations in the future should be included here.

Total: 100%