Reflective Report – Group proposal also has attached

The report should contain ALL of the following aspects:

**Process – main heading**

1. How the process within your group progressed and what problems occurred

along the way. – explained what we have done and what problems occurred in the process

Firstly, we did not really understand what expected to be explained for each section and didn’t format report appropriately/ and didn’t have enough secondary data and we wrote too much assumption on the report (or something else could occur during the group work progressed)

2. Did the Work in Progress plan assist in keeping your group on track. – Our group’s WIP didn’t work well : so need to explain how am I going to overcome and do for another subject/ got Fail for Gantt chart so can’t work well (Gantt chart attached in the proposal)

3. General insights that you have learned relative to theory and practice in

marketing. – About what I learnt, For example, didn’t know importance of Gantt chart, importance of research proposal something relevant to marketing theory

Gannt chart should me much more detailed and related to your group assignment. As you should know, recommendation for the client is not the part of the group assignment. You also have other part of the project (e.g., secondary research) that should be accounted for. Good that you found some academic sources for your theory section. It would be great to find 1/2 more theories/frameworks. (comment from tutor about Gantt chart)

You need to proofread your work for typos before submission.

When you mention certain techniques you need to have some understanding of how you will apply it and how it will help you to answer the question you stated. From your explanation I can't see how you can use regression to answer stated questions, especially because you won't have access to the financial company information (e.g. revenue)

You are expected to conduct secondary research as well. Especially because some of your questions (e.g., questions related to competitions) can't be answered fully without secondary research (comment from tutor : so saying that I realize that importance of research plan and method)

4. Do you feel the project improved your understanding of marketing by

bringing together your key learning from other subjects in your marketing

major. – Other subjects in marketing : branding (maybe mention that realizing importance of brand awareness because SHF has lack of brand awareness compare to competitors and brand loyalty or something related to branding), marketing research (could mention that problem with survey, types of data collect, realize that importance of the marketing research), services marketing (issue the company should consider in service marketing sector such as customer retention or 7Ps)

**Ethical Practice and Social Responsibility – main heading**

Your reflections on the ethical and corporate social responsibility activities of the company

you examined. Do you believe they embrace ethical and CSR as part of their corporate

strategy? – What Sydney Heritage Fleet do under ethical and CSR / explain they do it well or not

**Sustainability Principles for Various Stakeholders – main heading**

Your reflections on any sustainability principles followed by the company for its various

stakeholders?