B‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌rief: This essay should critically analyse the following: ¬ The internal and external influences on buying decisions and range planning ¬ Processes for designing and developing a profitable range of products to meet consumer needs and compete in the market ¬ The impact of technology and innovation on new product development ¬ Processes and techniques for effective and sustainable supplier sourcing and‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌ management ¬ Quality requirements of for new product development and processes for quality assurance Notes: 2. This essay should include academic models and demonstrate further research from academic journals and textbooks using the Harvard reference system. 3. You should use a mixture of product buying examples to demonstrate your knowledge in any industry. The essay should be written in the 3rd ‌‌‌‍‍‌‍‍‌‍‌‍‌‍‍‌‌‌‌person