

<p>Assessment Task 3 (Individual Task) <u>Business</u></p> <p><u>Analysis Report</u></p> <ul style="list-style-type: none"> • 2000 words <p>Scenario: To adequately compete with Amazon and ensure that they do not take up too much market share, you have been hired as an external consultant by Woolworths Supermarket to provide a strategy on how they can prepare and compete with Amazon appropriately.</p> <p>Woolworths identified 10 internal and external issues that need to be solved. Select 2 issues and develop innovative solutions to dealing with these issues. The issues are: worried shareholders, poor online customer service, price, website not so user- friendly, social media ineptitude, staff insufficiently trained, supplier relationships, brand reputation, poor consumer loyalty, distribution.</p> <p>Read facts on Amazon and more info on Woolworths Supermarket's issues on LMS.</p> <p>Report: The student is assessed on:</p> <ul style="list-style-type: none"> • Two chosen issues and two solutions (one solution to one issue): Each solution is clearly and specifically stated. The solution is logically linked to the problem and is innovative. • Implementation and control: A thorough and specific implementation plan is clearly identified for every solution. • Digital business theory: There is a clear integration of relevant digital business theory in solutions (i.e. systems thinking) • Sources of evidence: High-quality, credible, relevant sources to develop ideas that are appropriate for the development of solutions. • Writing style: Language is clear and expressive showing a strong writing style and without grammar, punctuation, usage, and spelling errors. <p>✓ Follow the marking rubric on pages 21 and 22.</p>	<p>Week 11 [22nd of May 2020 at 5pm]</p>	<p>1, 2</p>	<p>a,c,d,e,g</p>	<p>40</p>	<p>The assessment task document must be submitted as one electronic document in the Turnitin link provided on the subject LMS by the due date.</p> <p>No hard copies will be accepted.</p>
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