GROUP ASSIGNMENT

This group assignment represents **20%** of the total assessment for this course.

There is a written and oral component to this assignment. You are to submit a report for a **CHANNEL REVIEW** of no more than **3000** words for a Product/Service of your choice. Each group of students is to choose a different product/service with the prior approval of your tutor. The report should be presented before class at the end of the course.

ASSIGNMENT REQUIREMENTS:

You will be required to perform a review of an existing channel design for the chosen product/service.

Your report should be presented in **FOUR** parts:

1. Company Overview: (15%)

Brief description of the company. Including, but not limited to:

- Company profile
- Current product line(s) and brand(s)
- Current market (s)
- Industry profile

2. Channel Design Analysis: (30%)

Describing the **current state** of the channel (its structure, members, allocation of channel functions **a**nd flows, ability to meet target customer segments' demands for service outputs, gap analysis, and power and conflict characteristics)

3. Suggestions for improvement of the channel design and management.   (15%)

The channel analysis process should result in identifying the strengths and weaknesses of the current channel system. You are required to

highlight these points and to present your suggestions for improvement of the channel design and management.

4. An annotated bibliography: (20%)

You are required to present An annotated bibliography to any secondary sources you use (business press articles, journals, books, etc.) Each reference in the bibliography should be accompanied by several sentences explaining the major points of the reference and their relevance to your group's research. Under no circumstances should you simply copy the abstract of the article. You must use your own words.

PRESNTATION: (20%)

There is a written and oral component to this assignment. The oral presentation associated with this assignment is not a duplication of the written submission. The oral presentation must be creative and aims to present the components of the reports.

Important Notes:

- You are responsible for finding a firm for the product/service whose channel you wish to study.
- You should do your best to use both primary (e.g., personal interview) and secondary (e.g., library research) data to perform your analyses *although it is not compulsory to do primary research*.
- You will be graded on the quality of your analysis and recommendations and on your ability to apply the analytic concepts from class to your chosen channel situation.
- The report itself (excluding the annotated bibliography and appendices/exhibits) should be **no more than 3000 words**.
- Please note: **No late assignments will be accepted**. If a student must miss class on the date an assignment is due, the student should proactively notify the professor (either during the prior class or via telephone) to make arrangements to hand in the assignment by the required due date.

Standards for Student Writing

Written and oral communication skills are necessary for business success. Written Assignments are designed to reinforce concepts learned in class and have students apply them to "real-world" situations. Students are expected to write business English accurately and clearly. The writing standard for assignments is a maximum of one gross writing error per page of double-spaced typescript. Examples of gross errors are: improper punctuation; incorrect capitalization; mistaken tense; lack of paragraph structure; misspelled words; to confuse "its" and "it's"; to confuse plurals and possessives, "companies" versus "company's"; and so forth. Other common errors encountered are writing in the first person and using slang instead of business terminology. Slight differences of style, such as use or absence of commas in some instances, are not gross writing errors. With modern word processors, attention to composition and careful proofreading, the suggested writing standards are not difficult to meet. Use a writer's reference or writing style guidebook for assistance with effective writing. Written assignments are to be submitted with letter quality printing. Follow the guidelines for page length for each of the written assignments.