

Group assignment Feedback 2020 (Total 100 marks)

- Your work assessed within a certain percentage range
- Assessed based your ability to integrate with the working environment.
- Marking grid shows appropriate percentage range – Grade Band with descriptives:

A+ distinction	A-	B+	B-	C	D	E fail
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(1) Management report (85):

- Structure to fit the question
- In general – focus on the actual question: the Strategic Management Process – the measuring instrument is structured accordingly if you have gained that insight
- There is really not a lot of wiggle room for theory – this is an applied consultancy
- Proofread! (technical errors)
- Needed the quantum/ mining of stats/ thresholds/ flags, etc. Remember you have actually generated primary data through a mixed method market research approach!
- Unreadable graphics

Analysis should have picked up the gaps/discrepancies

Needed to conclude and make recommendations. Then once again – prioritize!

(2) Executive level interview (15):

- Always start with introduction, be clear- precise about the purpose of the interview. Your energy also shines through (passion!)
- Basically want to know what the Company is all about?
- The Business Model
- What is their current strategy?! Then value-added issues like why is it a winning strategy currently and then going forward? ,etc
- In general – look up and face the person!