

Principles of Management	Case Studies	2 July 2020
Group Work 1		

Case Studies 1

A small independent clothing company designs and makes clothes for children and adults. The company currently only has one shop and does not have an on-line presence. The company's owner would like to expand by having a website developed to advertise and sell its products. The company will need a stock management system installing to allow sales to be recorded from in the store and from the website. They would also like a wider online presence set up, including appropriate accounts on social networking websites.

The owners would like to be prepared to expand further in the future to include more physical shops.

Report content

Prepare a report on the above fashion industry scenario. You will need to investigate the problem and produce a fully referenced document that includes:

- a) Description of analyses conducted including:
 - An overview of scenario and problem definition
 - An identification of success criteria
 - A description and evaluation of possible solutions
 - Evaluation of analysis and justification of proposed solution