

MAJOR PROJECT - Final Report – 55%

Student Name:	Ross Thomas
Title of Project:	An investigation into how Amazon.com has utilised technology for the development of their business.
Supervisor:	James Williams *
2nd marker:	Kevin Palmer
Course:	<u>BIT</u> BusComp CIS CNets CSE Electrical Games Mobile TRE SE Web (please circle)
Project Type:	<u>Survey</u> Review Experiment Development (please circle)

	Mark %
<u>First Marker's General Comments and Original Mark</u> Some useful findings identified in the evaluation section. Good. Lit. rev. could be enhanced with additional reading (e.g. up-to-date books on Amazon and their strategy) and product/market analysis (e.g. Sales of competing companies / products). This would then support and enhance the primary research. Additional proof-reading would improve flow of text throughout.	50%
<u>Second Marker's General Comments and Original Mark</u>	42%
<u>Comment After Consultation With Other Marker & Final Agreed Mark</u> Secondary & Primary analysis could be enhanced.	47%

Signature: Date:

	Survey	Review	Experiment	Development
1. Research-informed Literature				
Introduction	2/5	/5	/5	/5
Literature Review	8/20	/35	/20	/15
Comments: Good. Introduction documents the project Aim, overview and objectives. - Spelling errors. Additional proofreading required. - Could be extended to include background to justify reason for research and need of study. Literature review documents: Amazon's history - a review of Amazon's strategy as a company would be useful here - overall could be extended with relevant book sources, SWOT Analysis identifies some useful considerations - additional citations could be used, Amazon's technology products are reviewed with some useful industry and product reviews that is good in places - however more up-to-date citations could be used in places and a more focused project would allow greater depth of analysis (focusing on one technology / product). - Boston Matrix complete, however in places it contradicts the product review e.g. Echo p21 states sales will increase over next few years and on p.22 BCG states there is no room for growth? Similar with Fire TV stick. - Conclusion could be extended to identify key findings and state how these have contributed to achieving the project's objectives. > Relevant references are used throughout + Good. + Some Good up-to-date sources used throughout. - There is a lack of relevant book references in the reference list. E.g. there are up-to-date books on Amazon that could be used here. - Links for some sources are not available in the reference list.				
	Survey	Review	Experiment	Development
2. Knowledge and Understanding of Subject				
Methodology	3/5	/5	/5	/5
Survey Design	10/15	-	-	-
Requirements/Design	-	-	-	/5

Comments:

Methodology:

- Introduction - overview of the purpose of the research methodology could be documents - grammar errors.
- + Author provides a concise summary of the research methods to be used.
- could be more clearly linked to the project and it's objectives at times.
- Aim of the survey could be clearer (other companies customers?)
- + Good. Survey step implementation process is clearly structured.
- + Validity, Reliability and Generalisation considered.

Survey Design:

- + Factors for creating and distributing the questionnaire are considered.
- + Each question is stated with justification.
- Links between questions and project objectives / aim could be made.
- No review of pilot test and questionnaire improvements.

	Survey	Review	Experiment	Development
3. Analysis				
Results & Discussions	11.5/25	/25	/25	/25
Conclusions and Recommendations	4.5/10	/10	/10	/10
Comments: Results / Analysis: + Good use of graphs to illustrate findings. + Clear and consistent structure used for analysis. - p.32 Expectation: claims have no supporting evidence. - P.33 states there not many video streaming services in the market however there are many choices available. - P.37 links to Lit rev. author needs to state what the links are. A more specific analysis is required whereby industry statistics e.g. sales are compared to the statistics discovered by the survey. - P.39 Greater links with lit. rev. could be made in places and additional secondary research commenced if required to achieve this. - P.40 needs to identify which make of device they are referring too. - Q. 6 - 11 needs to identify the products that are being analysed to extract meaningful insights, and to compare these with lit. rev. findings. + Q.14 and Q.15 identify useful information. Will the alternatives to the Amazon site be mentioned in the evaluation? - Q.17 the author needs to explicitly state what the links are to bring together both the lit. rev. and primary research findings. - Q. 23 % stats would be useful here. - Q.25 Questionnaire design could be improved to allow respondents to skip this question (those that did not own the device). Question is invalid. - Q.26 p69, smaller range of options and % would be useful here. Evaluation: Good. + p.70 identifies useful findings. Clearly documented. Insights could be useful to the Case Company / Amazon. + Good market analysis providing a useful and interesting overview. + Good observation related to market entry of new products. + Some useful findings and observations here. The best chapter so far in the project displaying clarity and understanding of the field. A Great improvement on the previous chapter. Conclusion: + summary of how each objectives was achieved. Good. - summary of findings. - Grammar/spelling errors, re-iterates lit. rev. analysis and				

findings which are not as strong as the primary evaluation findings.

Recommendations:

- + starts off by identifying what some of the useful findings and recommendations could be to other companies
- however the project needs to be more explicit and clearly document what these are.
- Valid suggestions for further work / repeat ad comparison of the study.

	Survey	Review	Experiment	Development
4. Practical Application and Deployment				
Development	-	-	-	/15
Experimental Design	-	-	/15	-

Comments:

	Survey	Review	Experiment	Development
5. Skills for Professional Practice				
Reflection	7/10	/10	/10	/10
Quality of Report	5/10	/10	/10	/10

Comments:**Reflection:**

Very good: Open honest and truly reflective. Proofreading required to remove repetition in places.

Quality of report:

- + Very Good Presentation and format.
- Grammar errors throughout. Additional proofreading before submission required to reduce these.

Clear and well-structured TOC.

- Table of figures could be titled.

TOTAL:	50/100	/100	/100	/100
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