



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



BMMB7026 – Managing Marketing Change

Assignment 1

Submission Template

Printed Name: Bibi Khadija

Signature: বিবি খাদিজা

Please list your group members (names & ID) in the box below:

Sabbir Hossain 2420704
Md Sohanur Rahman 2427060
Bibi Khadija 2420417
Nazifa Sultana Ohia 2410582

Please state your chosen organisation & contemporary issue in the box below:

Selected Organisation: Shein

Selected Key Issue: explored shifting consumer behaviors, internal marketing challenges, and regulatory impacts, applying change models to assess organizational readiness