



LEVEL 7 ASSESSMENT SPECIFICATION

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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

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1 Purpose of Document

The purpose of this document is to define how it will proceed, determine the type of product, and broadly list the future tasks needed to support the further improvement of City Chain; it will form the basis of project management. The first product of the group's strategic needs assessment will be completed by the end of August 2021.

2 Project Background

Stelux House was founded in 1963 as a watch parts manufacturer, exporting stainless steel watch parts abroad. After just 10 years, Stelux Holdings International Limited was listed on the Hong Kong Stock Exchange in 1972 (stock code: 0084).

In 1985, Stelux House opened a City Chain in Hong Kong, creating a completely innovative watch retail culture. "City Chain" introduces the concept of multi-brand and fashionable life and sells watches at clear prices in a single watch retail store, which fundamentally changes the sales model of traditional department store counter retail watches.

City Chain Group 時間廊集團 operates approximately 185 stores in Hong Kong, Macau, Mainland China ("Greater China"), Singapore, Thailand and Malaysia, and operates "City Chain" and "Titus" e-commerce platforms. "City Chain" Group's turnover dropped by 33.7% to HK\$773.3 million (2018/19 financial year: HK\$11,665 million) and a loss before interest and tax was HK\$206.1 million (2018/19 financial year: HK\$98.0 million) Million), including the impairment loss of the Group's retail store right-of-use assets of HK\$7.69 million due to the adoption of the new Hong Kong Financial Reporting Standard. As part of the "City Chain" group's main strategy to transform to a global marketing model, the group continues to invest in e-commerce business. Due to the novel coronavirus epidemic, the Group has accelerated the pace of this investment, established various infrastructure configurations and grasped online market data, and increased investment in online operations (such as social networking platforms) to maintain active interaction with consumers, thereby promoting online sales and strengthening "Online penetration of the "City Chain" brand. (STELUX, 2019)

3 Objectives of Project

3.1 Overall Goal

City Chain will seek to identify and understand the current and future needs of consumers for products in the short-term and long-term. It provides an information agreement to the company strategy of the STELUX and City Chain Group's stakeholders (John, G and Scholes, K, 1999).

Products

1. Conduct needs analysis and evaluation to guide the revision of group strategy.
2. Products tailored for young customers.

3.2 Objectives (between present and Aug 2021)

- Evaluate whether the STELUX and City Chain Group has sufficient information about the consumers and its short-term and long-term needs to ensure that they can provide the most suitable products.
- Determine how to best store all collected data so that it can be accessed and updated easily at any time.
- Ensure that customers understand the products sold to the group in their region to improve the sales revenue by 15%, by 31 Aug 2021.
- Develop steps on how to carry out the future of the group and formulate procedures and policies when necessary.

4 Scope of Project

It will include:

1. Prepare a requirements document to define what we want to know about whether the City.
2. Chain Group has enough information about the consumers and its short-term and long-term needs, and it will serve as the ongoing work of the City Chain Group in the future.
3. Review all the main data that can be used to outline the population and its needs.
4. Review the policies, strategies and business plans formulated by the STELUX and City Chain Group to understand the existing and planned service/product priorities.
5. Evaluate the quality of the qualitative and quantitative data collected by each business group in the STELUX and City Chain group, and determine the improvements that can be made, and the data that is lost or unnecessarily collected.
6. Evaluate and analyze the collected data, and work with the specialist to check whether the correct service/product is currently being debugged.
7. Consider the effectiveness of the links between STELUX and City Chain Group, and make suggestions on how to strengthen these links.

5 Method of Approach

The STULEX and City Chain Group process will be based on the following:

- Partnership working: Corroboration with the business partner and Trade Development Council standard represents a brand-new retail experience.
- Community Participation: Actively interact with service users to fully understand the needs, paying special attention to the views of the youth group.
- Evidence of effectiveness: identifying the best relevant methods of practice, innovation and research to inform how best to meet demand.

6 Milestones and Key Deliverables

Milestone/deliverable	Further Details	Target Date
Recruitment of data analyst	Good data analysis is essential to the success of this project. The head of resource management has allocated HK\$300,00 to recruit one in this financial year.	March 2021
Secondary Data	Collect secondary data from government and research institutions' website. It can be more economical, vertical, and professional. (Novak, 1996)	April 2021
Review of strategies and business plans.	Examine the products produced by STELUX and City Chain Group to understand the existing and planned product/service priorities.	April-May 2021
Consultation plan	Develop a plan to determine the participation of the existing STELUX and City Chain Group, how to best use this, and the measures that should be taken in the future. Once implemented, this will help us understand the consumer's short-term and long-term future aspirations and consider how to change products and services.	April 2021
Data gathering	Review and verify the integrity of the data. Cross-reference with national indicator sets to assess the adequacy of existing consultation procedures.	April-June 2021
Audit report	Report on audit data report as above.	June 2021
Data Analysis	Analyze the collected information according to the requirements document, find the root cause of the trend, dig out the data gap and define the follow-up requirements. (McCarton, 1998)	May-June 2021

Product 1	Analysis and evaluation are needed to guide the revision of the group strategy of STELUX and City Chain.	End of Aug 2021
Provide Feedback	Issue guidance on data quality to current data holders, including suggestions on how to improve collection and whether certain data is no longer required.	2022
Separate document	Complete the procedures for undertaking the future STELUX and City Chain group.	2022

7 Risk Management

Potential Risk	Risk Level	Impact	Resolution
Recruit skilled consultants is inability	Low	Very High	Involve reserved recruitment consultants in the work environment. Consider recruiting consultants under term contracts.
Technical solutions cannot provide the desired solution	Medium	High	Based on major business requirements of implementation of a pilot project. Consider using Agile methodology to deliver work products in the Sprint.
In addition to approved capital expenditures, other capital expenditures may be required	Medium	Medium	Monitor project expenditures according to project methodology. Expenditures are reported to the project committee every two weeks. Assign a project management director to support the project manager for monitoring cost control. Liaise with Sponsors at key stages.

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