



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



BMMB7026 – Managing Marketing Change

Assignment 1

Submission Template

Printed Name: Lahiru Chathuranga Dissanayake

Signature: Chathuranga

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

Harsh Shah (2421969)
Lahiru Chathuranga (2414277)
Manish Koirala (2410889)
Muhammad Zaryab (2423275)
Samuel Dhinakaran (2416236)

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

Selected Organisation: Associated British Foods Plc

Selected Key Issue: The impact of climate change and sustainability pressures on ABF's Grocery division.