

Sample 2



To: Rexel Australia

Title: *Should Rexel expand Impel warehouses across Australia in order to increase future profitability?*

Author: [REDACTED]

[REDACTED]

Session: [REDACTED]

Subject: Business and Management, Higher Level

Word count:

Abstract: 199

Research Proposal: 498

Body: 1944


Business and Management internal Assessment

Acknowledgements

Thank are given to the business Rexel Australia for their co-operation with this investigation, especially both the Managing Director and Logistics Manager for their invaluable assistance and guidance. Also thanks to the customers who took the time to answer the questionnaire and finally to my teachers for their help also with this investigation.



1

Business and Management Internal Assessment 

Contents Page

Acknowledgements	2
Research Proposal	4
Abstract	6
Introduction	7
Research Question	7
Procedure / Method	8
Main results and findings	9
Primary Research	9
Interview with managing director and logistics manager	9
Customer Questionnaire on the important attributes of a supplier	10
Secondary Research	11
Main competitor: Lawrence & Hanson	11
Analysis and discussion	11
Conclusion and references	15
Recommendations	15
Conclusion	16
Bibliography and references	17
Appendices	18



Business and Management Internal Assessment

Research Proposal

Research Question

Should Rexel expand Impel warehouses across Australia in order to increase future profitability?

Answer to the research question.

Rationale

Rexel Australia distributes electrical parts and installation equipment across mostly Australia. Impel is one of the distribution centers, located only in Sydney, selling mostly imported products. With high profitability its capacity is full, hence why Rexel is looking to expand it.

Theoretical framework

Syllabus Unit	Syllabus Areas	Rationale
1.7	<u>Growth and Evolution</u> -Internal organic growth -Economies of scale	Understand expanding as a type of growth, its benefits and effects on Rexel
1.8	<u>Change/Management of Change</u> -Factors causing change -Planning for change	Understand why the change is needed and how the change will affect the overall running of Rexel

Methodology

Collecting Data –sources of information	Reason Why?
Primary Research <ul style="list-style-type: none"> • Interview <ul style="list-style-type: none"> ○ Logistics Manager ○ Supply Manager ○ Financials • Questionnaire <ul style="list-style-type: none"> ○ Customers 	To understand: <ul style="list-style-type: none"> - Business and motivation of change - Issue faced by business To understand <ul style="list-style-type: none"> - Customer opinion, needs and wants
Secondary Research <ul style="list-style-type: none"> • Review of competitor L&H 	See where Rexel is in terms of the electrical supply industry and what their competitors are doing

Analyse Data- Business technique	Reason Why?
1.6 Organizational Planning Tools- SWOT and Decision Tree Analysis	Outline the strength, weakness, opportunities and threats that Rexel will face with the change and visually analyse how the change will affect the business financially potential profit or loss?
1.8 Change and Management of Change- Force Field Analysis	Understand the potential implications of the change, asses the driving and restraining forces.
1.7 Growth and Evolution Ansoff Matrix	Visually analyse the type of growth Rexel will be going through with this expansion and what this will do for the business

Anticipated Difficulties

Business and Management Internal Assessment

General Information	Specific to business
<ul style="list-style-type: none"> - Limited: confidentiality of business and on internet - Biases from internet sources thus affect the validity of information 	Limited due to confidentiality about business decisions currently being assessed
Rexel might disagree on analysis	
Might have more questions to be answered as report progresses	
Sources of information may be limited	

Action Plan

December 2011 - received the internal assessment

January – February 2011 - deciding on business, process and question

Date completed by	Action	Source- contact identified	Modified Action
15 th March (1 week)	Primary Research completed - Interviews - Questionnaire - Data collection	- Logistics Manager - Directing Manager - Customers	Prepare and email questionnaires - Confidentially and ethics discussed beforehand
25 th March (3 weeks)	Start to analyse Data	- Logistics Manager - Supply Manager	Constantly elaborate on questions to business
30 th March	First draft due		
30 th May (5 weeks)	Edit from verbal feedback Continue to analyse Write up draft	- Logistics Manager - Supply Manager	Keep business up to date with all progress on report Ask questions
15 th June	Written draft due		
10 July (4 weeks)	Edit draft Finalise analysis Complete check list Discuss report with business	IA hand book - Logistics Manager - Supply Manager	Check list for report whilst writing Keep business up to date with all progress
20 th July	Final Report Due		

Word Count: 498

Business and Management Internal Assessment

Abstract

Rexel Australia is a multinational corporation that has a network of branches and distributors across Australia. Located in Sydney Impel is one of these distribution warehouses, which generates 30% profit margin from imported products. Currently Rexel only has one Impel warehouse in Australia and it is at full capacity. It is for this reason that Rexel has considered expanding Impel warehouse to other states in Australia. Thus this investigation aims to answer the question:

Should Rexel expand Impel warehouses across Australia in order to increase future profitability?

Research question ✓

The methodology of the research involved interviewing the Managing director and Logistics manager of Rexel. A customer survey was also conducted determining the most 'important attribute in a distributor'. The secondary research undertaken involved reviewing one of their main competitors, Lawrence&Hawson.

Main findings showed Rexel is in a good position to expand and should if they want to remain competitive. Analysis of this research was done through theories such as Force Field, Ansoff Matrix and a decision tree. It was recommended that the change would benefit Rexel and that this type of growth would allow the business to achieve their objectives. It was concluded, Rexel Australia should expand Impel warehouses across Australia.

Word Count: 199 ✓

Business and Management Internal Assessment

Introduction

Rexel international is a French based company specialising in distributing electrical supplies. Operating in the private sector the business offers a wide range of products to industrial companies, electrical installation engineers and service companies. Their products include cable, lighting and installation equipment.

Rexel Australia has a network of 187 branches with 4 banners (Rexel, EIW, Ideal, IR Turk – refer to appendix 1.1). Currently the number two player in the market and with distributions all around Australia Rexel has a national coverage with \$1 billion revenue. One of these distribution centres, located in Sydney's eastern region (NSW) called Impel (refer to appendix 1.2). Unlike other Rexel branches, Impel's main supplies of products are from imports rather than local suppliers. In the past Impel has generated 30% more profit margin than other Rexel branches, however now the warehouse has reached its full capacity. It is for this reason that Rexel has considered expanding Impel warehouse to other states in Australia.

The main topics under investigation for Rexel will be 1.6 Organisational Planning tools, 1.7 Growth and Evaluation and 1.8 Management of Change¹. These topics will determine why this change should be implemented, the type of growth they will go through and how it will affect the business financially.

Research Question

Should Rexel expand its Impel warehouses across Australia in order to potentially increase future profitability?

¹ [redacted]. *Business and Management*. Victoria: IBID, 2009.

Business and Management internal Assessment

Procedure / Method

The procedure of this investigation involves assembling multiple sources of information and triangulating data in order to reach a well-informed and valid conclusion. There will be three direct data sources of information (refer to appendix 1.3), including: two interviews (refer to appendix 1.4 and 1.5 for transcripts) and a questionnaire (refer to appendix 1.6 for raw data). Interview one (managing director) will provide broad results to begin the investigation and understand the business, whilst the second interview (logistic manager who is in charge of Impel) is specifically related to only the proposed change. Due to the great risk bias presents in utilising an interview as a research tool, another primary data source was used, a questionnaire. This survey asks customers what they would like to see improved by Rexel to understand whether the change will answer their wants and needs.

Other information required for the investigation will come from online resources such as the 2010 Rexel France Annual Report, specifically looking at their warehouse distribution for a comparison. This will be part of my secondary research as well as one of Rexel's competitor Lawrence & Hanson and their company profile. Similarly to my primary research, secondary research may also be bias, out of date or limited due to do being on the internet. However the validity and reliability of my data will be relatively strong, as my information will be mostly primary but from various data sources.

The business techniques used to asses the research investigations include:

- 1.SWOT and Decision Tree: 1.6 Organizational Planning tool: Situational analysis of Rexel and quantitative decision-making tool
- 2.Ansoff Matrix: 1.7 Growth and Evolution: to devise Rexel's product and market growth stragety
- 3.Force Field Analysis 1.8 Management of Change to understand the potential implications of the change within the business

Applying these techniques will help in understanding the business. They will allow me to assess how the change will affect the business and thus whether the change is beneficial to the business.

Business and Management internal Assessment

Main Results and Findings

Primary Research

Interview with Managing Director and Logistics Manager

The interview with the Managing Director provided me with Rexel's current position. The key points have been assembled into a SWOT analysis.

*Score 10
SWOT*

Figure One: SWOT Analysis

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • Strong/consistent profit generation • Quality and exclusive product offering through key global suppliers • Distributed products mostly imports – the core competencies • The Rexel Group as support (France) 	<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> • Restricted distribution capabilities • Extended lead times into regional areas • Lack of warehouse efficiency- reached full capacity • Restricted market access
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Potential to increase margin through better buying, buying power, aggregation of demand • Development in a diversity of product range and offerings • To increase in supply chain efficiency • To improve customer service • Potential profit increase 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • To hold too much stock at one time • Competition • Inability to service network demand • Potential increase in cost of distribution • New entrants to the market place

*Score 10
SWOT*

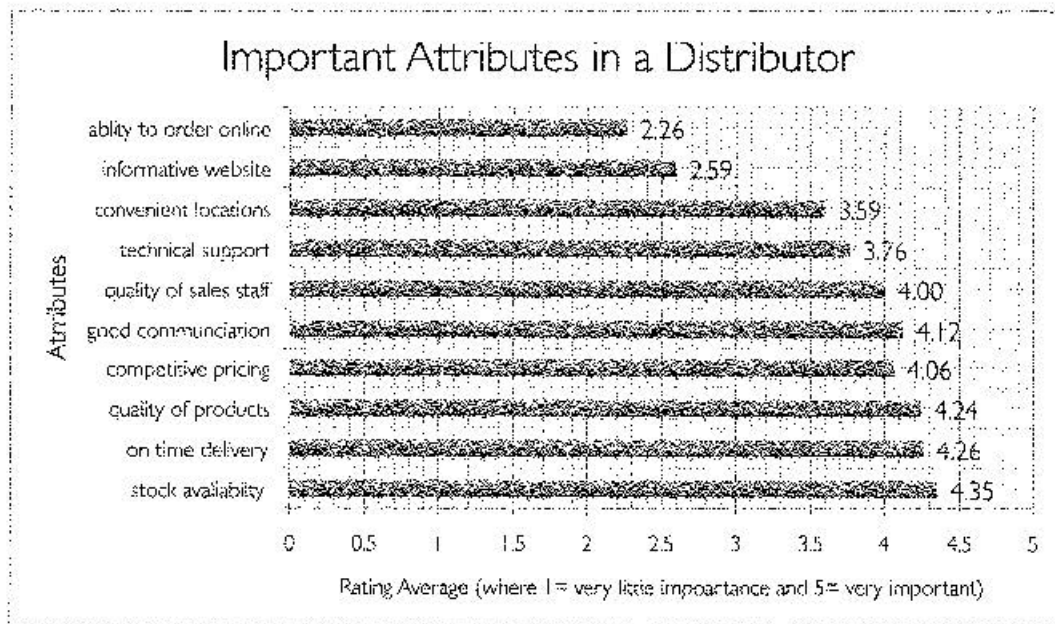
There are a four main key points that can be taken from the second interview. First, the affect that expanding will do for the business was the main consideration. An aim of Rexel at present is to improve customer service over competitors, thus this change is customer-orientated. Expansion will allow for an easier customer experience due to more freely available stocks. Distribution costs are currently high however; the current 7 day waiting period for Impel supplies to be distributed by region will be cut down to 2-3, meaning that each state will have consistent transit (refer to appendix L7). Nevertheless the logistics manager did show concern that local suppliers might lose interest and cut themselves off from Rexel.

A result of expanding would be internal growth, however this is not a major risk to the business due to the Rexel Australia's support from Rexel France who have already adopted

Business and Management Internal Assessment

a similar change through increasing distribution of imported products. As a final point some of Rexel's current and target financials were given proving Impel's potential financial benefit for the business.

Figure Two: Customer Questionnaire on the important attributes of a supplier



For this questionnaire 41 customers answered a survey asking them to rate from 1-5 the importance of attributes in a supplier. Stock availability, on time delivery and quality of products are the top three attributes that Rexel customers seek, all of which will be addressed in the change. Convenient location isn't important, going against the need for Rexel to expand and suggest that it isn't as necessary from the customer's point of view. Nonetheless for Rexel to exceed in the top three attributes in the most cost effective manner, expanding seems to be the best option.

Business and Management Internal Assessment

Secondary Research

Main competitor: Lawrence & Hanson (L&H)

L&H is an electrical supply company distributing electrical materials, products and services. This year they have expanded the business in a similar manner to what Rexel is currently considering. In doing so multiple branches have opened, leading to higher-quality imports and supporting local industry².

Analysis and discussion of collected data

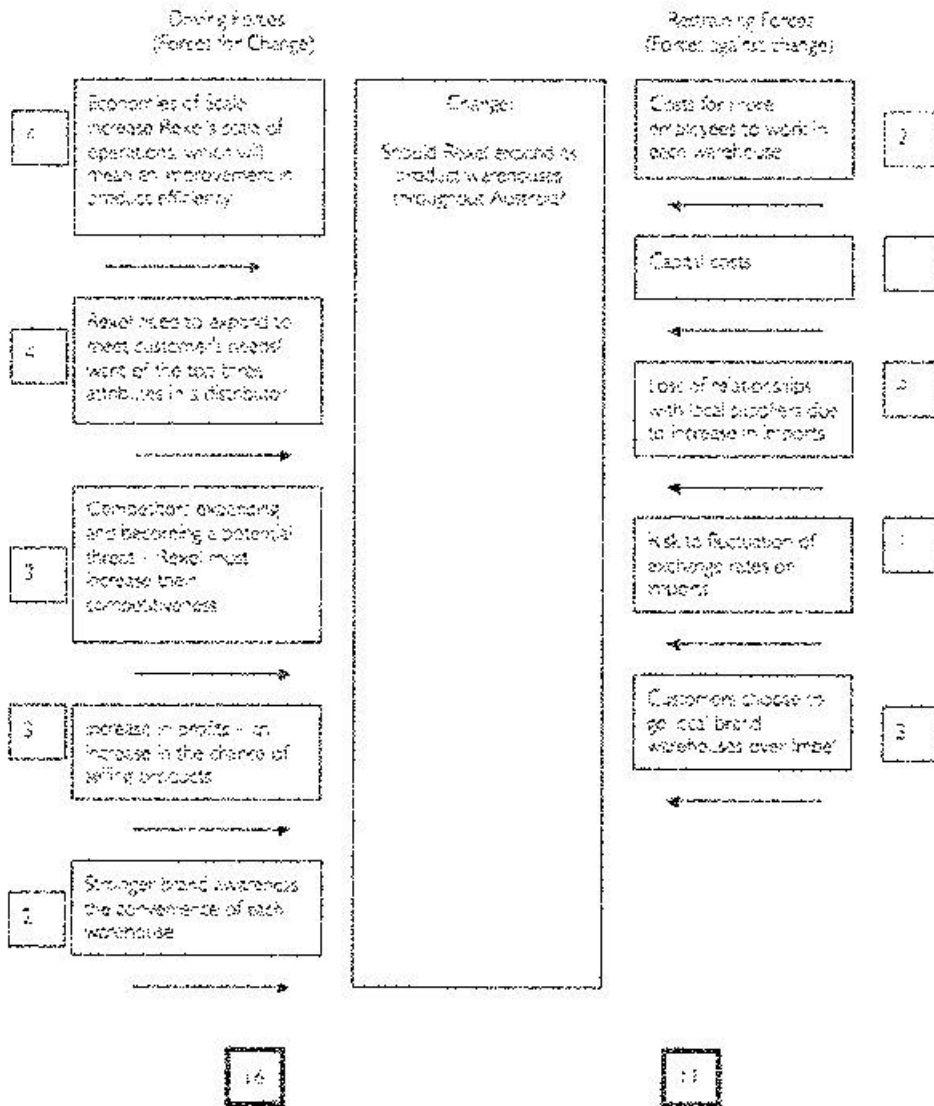
Findings have shown Rexel to be in a good position with potential for higher profits in the future, depending on the gravity of any detrimental effects.

To answer this research question it is important to understand why Rexel wants to implement the change and how it will affect the business. To do so analytical tools will be used. Kurt Lewin's Force Field will help Rexel managers assess the factors driving and restraining the change and thus indicate whether the change is worth implementing for the whole running of the business.

² Lawrence & Hanson." Company Profile. N.p., 2012. Web. 15 June 2012.
<http://www.lh.com.au/expansion-a-innovation>

Business and Management internal Assessment

Figure Three: Force Field Analysis



First, this force field analysis shows that the main factors influencing change are customer demands, competitors and profitability. With a higher weighting on the driving forces, this

Business and Management Internal Assessment

suggests that Rexel should consider this change. The challenge facing Impel however will be to maintain strong relationships with local suppliers, as losing relationships these would mean Rexel would also lose access to the market, products and thus customers.

To understand how this change will further affect Rexel, an Ansoff Matrix³ has been used to assess the type of internal growth Rexel, will be going through by expanding.

Figure Four: Ansoff Matrix⁴

	Products	
	Existing	New
Existing	Market Penetration	Product Development
New	Market development	Diversification

Rexel would fit under market development, which refers to when business sells existing products in new markets i.e. selling products in a different location. Placement is considered internal growth⁵. If a product is widely available customers are more likely to purchase it and it will also increase the businesses capital expenditure. Thus there is an increase in profits and competitiveness.

Finally, a decision tree has been constructed to visually show a diagrammatic representation of the different options that are available to Rexel in terms of finance. ⁶As there is a risk that internal growth may not pay off as the success of a product in a new market segment doesn't guarantee success in others and therefore careful planning is required.

³ Shows various strategies that business' can take depending on growth preference

⁴ [REDACTED], [REDACTED]. *Business and Management*. Vitoria: IBID, 2009.

⁵ "Internal (organic) growth occurs when a business grows internally using its own resources to increase the scale of its operations and sales revenue." - Hoang, Paul. *Business and Management*. Vitoria: IBID, 2009

⁶ [REDACTED], [REDACTED]. *Business and Management*. Vitoria: IBID, 2009.

Business and Management Internal Assessment

As a quantitative decision making tool it calculates the expected value of each decision in order to identify the best option to follow. The tables below are figures given from Rexel financials. The financial options have been created from these figures and the percentages for each option have been based on the interview findings. Rexel could choose not to expand or expand with then three possible futher outcomes after 3 years.

Figure Five: Current Rexel Financials

Currently after 3 years Rexel generates (from Impel alone)	
Sales:	\$33 million
Profit	\$6 million

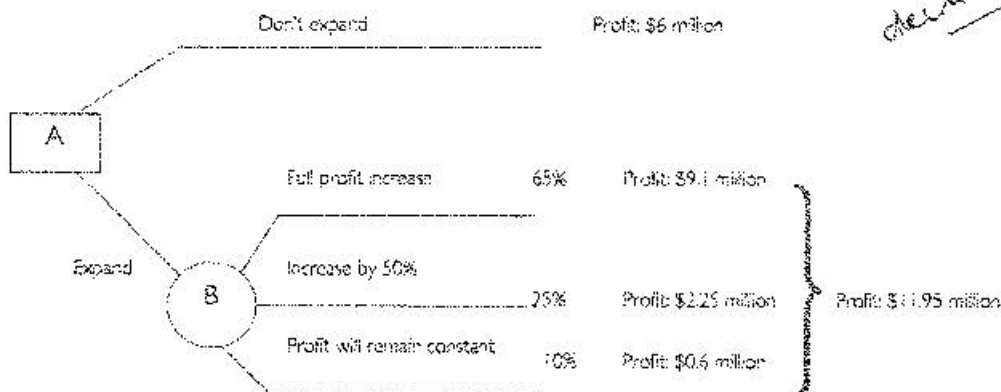
Figure Six: Target Rexel Financials

Rexel's Financial Target after 3 years, from Impel	
Sales	\$80 million
Profit	\$14 million

Figure Seven: Calculations

Expand		
Probability	Calculation	Profit
65% chance of full profit increase	Target profit × probability \$14 million × 65%	\$9.1 million
25% profits will increase by 50%	Current profit + 50% increase × probability (\$6 million + \$3 million) × 25% \$9 million × 25%	\$2.25 million
10% profits will remain the same	Current profit × probability \$6 million × 10%	\$0.6 million

Figure Eight: Decision Tree



Business and Management Internal Assessment

This therefore suggests that from a financial point of view, the option of expanding Impel will increase Rexel's profits by \$ 5.95 million over three years. Hence Rexel should implement the change.

judgment made

Conclusion / Recommendations

The following recommendations have been made to assist Rexel in recognising the necessary decisions to ensure their ongoing and future success.

Recommendations

1. Rexel should review the Force Field analysis and find ways to strengthen the driving forces and eliminating the restraining forces, allowing the main aim of improving customer service to be accomplished. Rexel need to choose the range of products to import carefully however to not compete with local suppliers. In future Rexel should be aware of the competitor's positions, such as L&L and make sure they maintain a competitive advantage, achieved through more primary research about how they could improve their services.

2. Before Rexel implement change and move into market development a business plan should be carried out. Although this type of growth will be beneficial: Rexel would be familiar with the products that are being marketed and with the culture of the different locations. Rexel should potentially look at using Impel as their main branch of supplies, maximizing the profit margin that imports are currently already earning.

3. There are also limitations to this investigation such as the limited number of sources of information or limited analytical tools used. Both these factors would have affected the recommendations and conclusion. As this is a forward looking document, for future action Rexel should consider further research and increasing both sources of information and analytical tools.

Business and Management Internal Assessment

Conclusion

To conclude based on evidence collected, analysed and presented it can be deduced that expanding will only increase the long-term survival of the business in Australia. Therefore Rexel should implement the change to expand imper warehouses across Australia. All three analyses strongly prove that it will benefit the business for future sales and thus increase profitability.

Could have provided a little more detail.

Business and Management Internal Assessment ██████████

Bibliography and References

Books

██████████, ██████████. *Business and Management*. Vitoria: IBID. 2009

Interviews – names wanted to remain confidential

"*Rexel Australia*." Personal interview with managing director. 15 Mar. 2012.

"*Rexel Australia*." Personal interview with logistics manager. 15 Mar. 2012.

Internet

"*Welcome to Rexel Electrical Supplies*." Electrical Wholesale Solutions Online. Rexel Electrical, 2012. Web. 11 May 2012. <http://www.roxel.com.au/>

"*Impel Australia*." Impel Australia. N.p., 2012. Web. 15 May 2012. <http://www.impel.com.au/index.php>

"*2010Rexel Document De Référence*." Design Media, 11 Apr. 2011. Web. 15 May 2012. http://www.roxel.com/fichiers/bibliothèque/dsr_2010_en.pdf

"*Lawrence & Hanson*." Company Profile. N.p., 2012. Web. 15 June 2012. <http://www.lh.com.au/about-us>

"*Nsw Electricity: Energy Providers in Sydney*." Electricity Suppliers NSW Sydney. Switchwise Pty. Ltd, 2012. Web. 15 June 2012. <http://www.switchwise.com.au/electricity/sydney.nsw/>

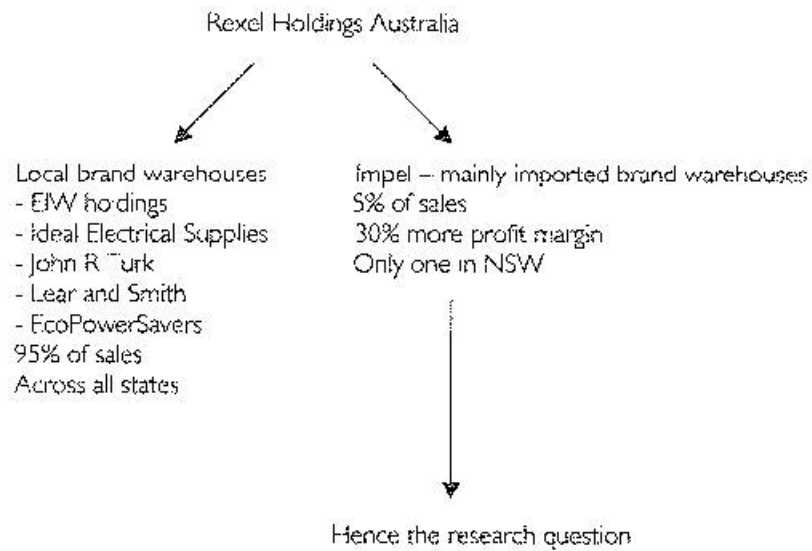


Business and Management Internal Assessment

Appendices

Appendix 1.1 Rexel Holdings Australia Supply Chain Flow

To understand why the change is being questioned, first the current supply chain must be understood.

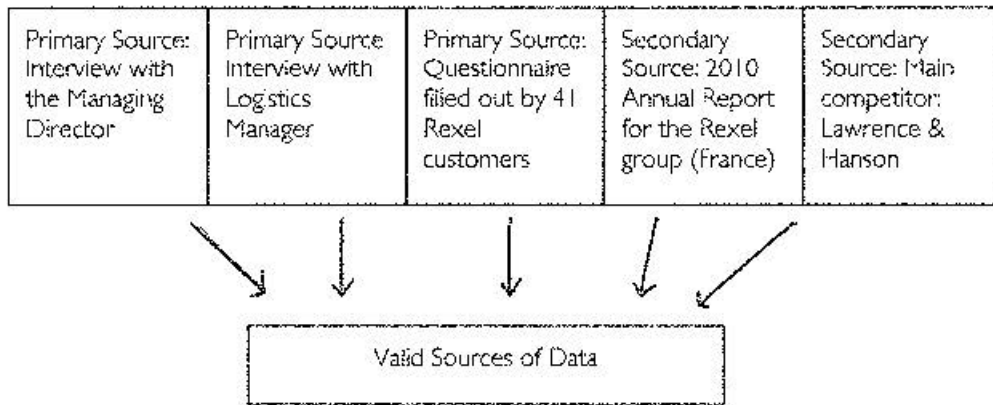


Business and Management Internal Assessment

Appendix 1.2: 2011 Logistic Structure – Primary Research from Interview – RGA logistics powerpoint

Sales	AUD\$ 33mil
Inbound Flow	90% Import
Outbound Flow	100% Branch
Platform	1
Branches	188
Service	20% Weekly Replenishment 20% Same day
Lines per day	1,000
Shipments received	200
FTE - direct	15
FTE - admin	1
SKU's held	1,200

Appendix 1.3 Primary Data One: Interview Transcript: Managing Director



Business and Management Internal Assessment

Appendix 1.4 Primary Data One: Interview Transcript: Managing Director

<p><u>What is the business about?</u> <u>What type of business is Rexel? What is the structure? Private? Size? Industry? Profit based?</u></p>	<p>At Rexel we distribute and sell electrical products. We mainly use business to business (B2B) as we sell to electrical contractor and industrial users, however we also do sell straight to individual customers as well. Rexel Australia comes from Rexel international; the main operation is in France. We have numerous branches, which we sell our local and imported products through.</p> <p>Rexel is a multinational company that operates globally. Within Australia: we have 60% private equity, 2% staff, and 34% public. Essentially we operate in the private sector, our industry is tertiary, we are profit based and to understand size I would relate it to our turn over which is 1 billion, which is nothing compared to globally which is 4 billion.</p> <p>Rexel Australia's structure consists of 187 branches throughout Australia. To put it simply 95% of sales come from local and import products distributed through different branches: Australian Regional Warehouses: Turk, Ideal and EIW. However the other 5% is through the Impel branch, which holds mostly imports. Regardless our branches sell products that include lighting, security, automation, climate control, communication, building automation and renewable energies.</p>
<p><u>What is the issue?</u></p>	<p>The big picture for us is that we want to quadruple the business distribution in the next 3 years. This will take many steps - the first step being to increase current warehouse facilities. This will mean that we will also expand stock and distribution of imported products to 5,000 square meter warehouses.</p>
<p><u>What does Rexel want to achieve through the change?</u></p>	<p>The main aim of this change will be to improve services level to customers. Our customers are a driving force: we continuously seek to improve our business to help their wants and needs.</p>
<p><u>Why does Rexel want this change?</u></p>	<p>To increase profits, like most business, Rexel's main objective is to gain profits. The warehouse we would like to expand is the Impel warehouse. Currently the products that are sold from that warehouse making an addition margin/profit of 30%. And we think that is because Impel's products are mostly imports.</p>
<p><u>So who are your suppliers and customers?</u></p>	<p>Suppliers include local and imported – some being</p> <ul style="list-style-type: none"> • Clipsel, Phillips, Impel • Schneider • Cable companies • Lighting companies <p>And we have three main types of customers</p> <ul style="list-style-type: none"> • Industry and non industry based • Mining companies: BHP • Electrician industry

Appendix 1.5 Primary Data Two: Interview Transcript with Logistics Manager

<p>I am currently aware of the business change involving the distribution on products. I would like to understand what exactly this change is about? Further I would like to gain an understanding of why and how this change will be implanted and the affects it will have on the customers, suppliers and employees?</p>	<p>The change is the first step in an overall grand plan. The aim is to increase regional warehouses around Australia through Impel. We want to change sales outlets from Sydney to Eastern Creek to across Australia. Currently holding 5% of our stocks if we increase it we will have an increase in stock (facilitate extra volume) and allows Rexel to double % to 10% therefore increasing profits. It will be a series of changes:</p> <ul style="list-style-type: none"> ▪ Step one: implement Impel warehouses to each state, which is the change in assessment. ▪ Step two: once all Impel warehouses are in each state, warehouses will also be specified i.e. have a specialized cable warehouses <p>Now seeing as this change is for customers it will have great affects. Greater stock means the business is in a better position to sell to customers and customers can get what they want when they want it. Rexel will have the ability to bulk buy and supply lots, which in turn means economies of scale. And overall we will generate positive relationships due to the better service for customers. However there is an issue with suppliers. This change will affect our suppliers, but mainly our local ones. Increasing Impel means we will increase our imported products, thus local suppliers might be replaced thus we may lose some relationships. And in terms of employees we will need more, or redeploy some to each warehouse in order to run them all efficiently.</p>
<p>So why does Rexel want this change? What does the business want to achieve? (what do you want to achieve?)</p>	<p>There are many reasons why. In terms of what it will save us and what it will bring to us there are numerous benefits to expanding. First, we will have the ability to hold greater volume of stock to sell straight away thus gain a price advantage. It will reduce cost, distribution costs the most, we will gain buying power and in the long run, with the second part of the change the supply chain is shortened (with Impel they take out the middle man)</p>
<p>What about the risks and opportunities this change will have for Rexel? Do you see any risks on this plan? Any barriers? Do you see any other opportunities?</p>	<p>In terms of short term risks there aren't that many, expanding internally isn't a great risk for a business as large as Rexel. I guess disrupted supply however because its not a new change to the business its an upgrade of business there are no significant risks</p> <p>Long term there are some risks, as with most changes, and they include:</p> <ul style="list-style-type: none"> - Investments in racking: the wrong stock meaning employees can't sell and the warehouses will be overstocked, this will mean massive profit loss

Business and Management Internal Assessment

	<ul style="list-style-type: none"> - Marketing: forecasts could be wrong or way off meaning prices fall, under stock (service is too low leading to a bad image) or overstock - Specifying warehouses (step two) involves increased level of technology: might set business back - This change is apart of a long term strategy (decision to grow business) to make the business last in the future: the budge might be a major risks as Rexel might run out of funds to continue change - Not a manufacturing business therefore Rexel needs to make sure they don't cut supply chain too much and maintain strong relationships with local importers - Cost of distribution to each warehouse in each state <p>In saying this though the opportunities are very much worth it I think, if currently Impel is gaining a 30% profit margin above the other branches then financially this change will create great opportunities for a profit increase. In addition to this cost decrease, improve customer service and strategic advantage: creates value to customer and value to suppliers.</p>
<p><u>Have competitors influenced this decision: making? Is this change for competitive advantage?</u></p>	<p>I guess they somewhat have, we have looked into other electrical supply companies such as L&H and in the past year they have too expanded. However with this change competitors will be behind Rexel due to:</p> <ul style="list-style-type: none"> • Differentiation price • Availability • Service <p>The customer service increase and buying price will make Rexel more competitive With this change Rexel will have more room and the ability for more change and more money to spend on warehouses:</p> <ul style="list-style-type: none"> • Economies of scale • Opportunity to be price competitive (price elastic) in a price sensitive market ; hopefully leaders in market?
<p><u>Has Rexel considered this type of internal growth before?</u></p>	<p>Rexel is a multination business so globally this change has already happened. France business structure operates in this manner therefore Australia is behind.</p>
<p><u>Financially how will this aid Rexel? I.e. Current finance, budget for change, future finance for the business?</u></p>	<p>Essentially sales will increase and cost will decrease creating more profit: by increasing reliability as a supplier to market sales.</p>



Business and Management Internal Assessment

Appendix 1.6 Primary Data Three Questionnaire; Table Results from Survey Monkey

This is what customers said is the most important attribute of a supplier in 2012. Primary data. I created a questionnaire on the website Survey Monkey – sent it to customers contacts. 34 customers answered it, over the course of two weeks in April.

Response Summary

Total Started Survey: 41
Total Completed Survey: 41 (100%)

PAGE: 1

1. Importance of Attributes in a Supplier

Create Chart Download

	Not Important	Little Importance	Neutral	Important	Very Important	N/A	Rating Average	Response Count
Stock Availability	2.9% (1)	5.9% (2)	8.0% (3)	17.6% (6)	64.7% (22)	0.0% (0)	4.35	34
On time delivery	2.9% (1)	5.9% (2)	11.8% (4)	20.6% (7)	58.4% (20)	0.0% (0)	4.29	34
Quality of Products	2.9% (1)	5.9% (2)	11.8% (4)	24.4% (8)	55.0% (19)	0.0% (0)	4.24	34
Competitive Pricing	3.0% (1)	5.9% (2)	11.8% (4)	28.4% (10)	47.1% (16)	0.0% (0)	4.08	34
good communication	2.9% (1)	2.9% (1)	14.7% (5)	38.2% (13)	41.3% (14)	0.0% (0)	4.12	34
Quality of sales staff	2.9% (1)	5.9% (2)	17.6% (6)	35.3% (12)	38.2% (13)	0.0% (0)	4.06	34
Technical Support	5.9% (2)	5.9% (2)	17.6% (6)	38.2% (13)	25.4% (9)	0.0% (0)	3.76	34
Convenient Locations	2.9% (1)	8.8% (3)	35.3% (12)	32.4% (11)	20.6% (7)	0.0% (0)	3.59	34
Informative website	17.6% (6)	29.4% (10)	38.2% (13)	11.8% (4)	5.9% (2)	0.0% (0)	2.69	34
Ability to order online	23.5% (8)	35.3% (12)	29.4% (10)	3.5% (1)	8.0% (3)	0.0% (0)	2.26	34
								answered question 41
								skipped question 0

Business and Management Internal Assessment

Appendix I. 7 Current time by region for products to be supplied

Time by region

Region	Time
Perth	7
Darwin	7
Adelaide	3
Melbourne	2
Brisbane	2
Far North QLD	6
Hobart	5
NSW - Regional	2-3

internal assesment

ORIGINALITY REPORT

4 %	2 %	0 %	3 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Pathways World School <i>Student Paper</i>	1%
2	Submitted to Jamnabai Narsee School <i>Student Paper</i>	1%
3	Submitted to Banyan Tree World School <i>Student Paper</i>	1%
4	www.123helpme.com <i>Internet Source</i>	1%
5	en.wikipedia.org <i>Internet Source</i>	1%
6	Submitted to BD Somani International School <i>Student Paper</i>	< 1%

Turn off all similarity checks

 Turn off all internet sources

 Turn off all student papers

Turn off all similarity checks

 Turn off all internet sources

 Turn off all student papers

