



Retailing in Britain: Traditional Retailers vs Discounters

STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

PREREQUISITE CONCEPTUAL UNDERSTANDING

- (a) Different Retail Formats
- (b) Logistics Management (Finished Products)
- (c) British Retail Industry.

Structure of the Structured Assignment		
Section	Title of the Section	Number of Questions
I	Development of Retail Industry in Industrial Britain	5
II	Beginning of External Competition and Entry of Supermarkets	3
III	The Weaknesses of Traditional Retailers	2
IV	Future of the Traditional Retailers	2

This structured assignment was written by Chiradeep Chatterjee, under the direction of Souvik Dhar, IBSCDC. It was prepared to accompany the case 'Retailing in Britain: Traditional Retailers vs Discounters'.

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INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *Retailing in Britain: Traditional Retailers vs Discounters* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the ‘central dilemma’
- Refer to the case as often as needed, when you are working on this assignment. This is an “open book” assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be ‘one’ answer nor a ‘correct’ answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

For Use by the Student

Name of the Student :
 Enrolment Number :
 Programme :
 Course :
 Name of the Instructor :
 To be Submitted on :
 Signature of the Student :
 Date :

For Use by the Instructor

Grade Awarded / Marks Awarded :
 Remarks :
 Signature :
 Date :

Inspection Copy