

Final year students: Mid-term project – report and presentation

1.0 Introduction

This project will be your mid-term exam. You should start working on it straight away. The aim of this project is:

- 1.1 To apply a some of the theory we have learned in class to a real world situation
- 1.2 Practice writing a management report
- 1.3 Make a short presentation in English

2.0 Written report

The management report should explain; the background, your aims, what you did, the results and your conclusions. Please note the following requirements:

- The first page of the *management* report will have:
 - Your names and student IDs
 - The title
 - My name
 - The date
 - Anything else you want to add
- The rest of the report will be in:
 - Font size 10-12
 - Spacing no more than 1.3 lines
 - Top margin 3 cm, right 3 cm, left 3 cm, bottom 3cm
- It can:
 - Include pictures, graphs, tables. But they must be explained so I understand them.
 - Be written using bullet points
- Will include a list of references.
- The report must be given to me on 11th April 2005 by 4 pm. It should be bound and properly presented.
-

3.0 The presentation

The aim of the presentation is to explain the report. You should imagine that I am a

manager from a business. I do not know anything about your project. So you need to explain it slowly, step-by-step. The presentation should:

- Last for about 10 minutes (not more)
- Use Powerpoint. (Do not forget to use *words and pictures*.)
- Be presented by *one or more* of the team.
- Have a clear structure. I have made a suggested structure for you in Powerpoint. **Please look in the FTP directory.**

4.0 Project options

In your groups please choose one of the following options:

Option A – service quality

In this option you will find out what is important to customers, think about how well the business is performing in those areas, and identify areas for improvement.

Method:

- a). In your groups choose a service business.
- b) Find out what is important to customers. You will need to interview some customers to find this out. You should take detailed notes or record these interviews.
 - You should ask them *open questions* about their experience, for example, ‘Please tell me about your experience of coming here today – what did you like?’; ‘What didn’t you like?’; ‘Have you had a bad experience here in the last few months?’; ‘Why do you keep coming back here?’ etc.
 - You should also *probe* their answers, for example, (You ask, “What do you like about this place?” and they reply, “The quality of service”, then you should probe, “What do you mean by quality of service, tell me more about that please”.)
 - Ask some *closed questions*.
- c) Compare your interviews to see if there is a pattern.
- d) Link these ideas with the PZB service quality dimensions.
- e) Create a questionnaire using the ideas from c) and d)
- f) Pilot test the questionnaire
- g) Gather data using the questionnaire

- h) Identify the findings from the data.
- i) Based on this data what are your suggestions for improving the business?
- j) Are there any *limitations* in what you have done?

Option B – Customer loyalty

In this option you will find out how much a loyal customer is worth to that business. You should use Reicheld's model to do this.

Method:

- a) Understand the main parts (variables) in Reicheld's model.
- b) In your group choose a business to focus on.
- c) Interview staff and/or customers to find the data for each of the variables. You may need to make an estimate for some of the values. You should explain how you made these estimates. (See the notes on interviewing above).
- d) Is your data similar or different to Reicheld's?. You should make comments about this.