Name: _____

LCCI Writing

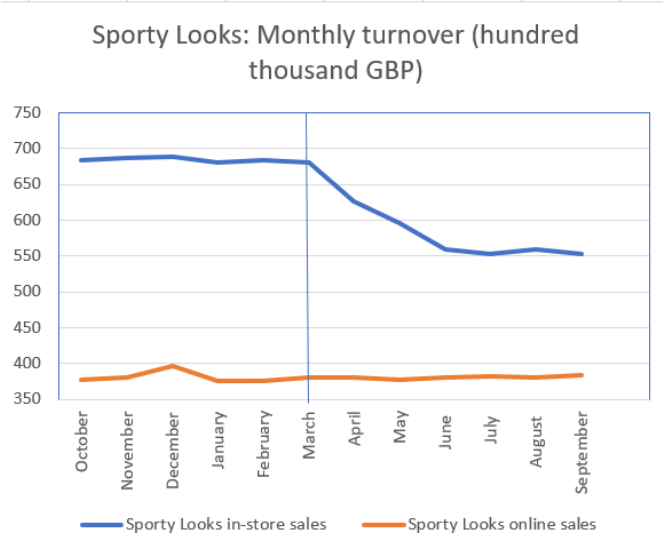
Situation

You work in the business development department of a large sportswear manufacturer, Sporty Looks Ltd. Your company has formed a strategic alliance with a large sportswear retailer, Olympian. The alliance began in March and it is now September. You have been asked to write a report on the performance of the alliance after these six months and what next steps could be taken. Use the following information to write the report.

Extract of minutes from alliance meeting in January:

Sporty Looks Ltd and Olympian Merger Details

- Physical store sales: Sporty Looks Ltd to offer all sportswear exclusively in Olympian Stores.
- Online sales are not to change. Customers can buy through Sporty Looks, Olympian or other third-party websites.
- The exclusive arrangement with Olympian requires Olympian to put Sporty Looks' goods at the front of all stores at a premium position.



You have also had this email from your assistant who you asked to visit a selection of stores:

Subject: Olympian displays of goods
I've been to at least fifteen stores nationwide and from what I can see, the displays of our goods are not consistent. In six of the stores, we did have a display at front of stores, but in other stores we did not, and our sportswear was in a normal aisle position with other brands. They did not stand out and we did not have precedence. This seemed to be regional. In the east, our displays were prominent, but in the north, south and west, there were no displays for our goods.

Here are the notes from a management meeting about what the company is going to do about this situation:

Next steps:

- *Need consistency of display. We must check Olympian stores are doing this.*
- *Request sales data from individual Olympian store. Check if any links between sales and prominence of display.*

Future:

- *Review alliance if no improvement.*

Task

Write the report. Write about 200–250 words.

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UNIT 6: LCCI English for Business

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