## PRIMARK: 850 words

**Brief**

Write the current issues and/ or problems that Primark is encountering. The essay should focus upon:

1. **The current performance of Primark.** (need figures or data to back up your points and a short concluding sentence.)
2. **The reasons for the current performance.** (this could be competitive forces, good or poor decision-making, internal organisational problems, market changes and wider macro-environmental factors etc.)
3. **A recommendation as to a suitable course of action for the organisation to now peruse or what they should have done.** (re-investment, change of strategy, divestment, change culture/leadership etc.)

Explanations and analysis clearly based on strategies are essential for part 1 and 2.

**Important notes**

1. The assignment **MUST** examine the company’s issue(s) through PESTLE, Porter’s 5 Forces and SWOT analysis.
2. Writer **MUST** also examine other theories, concept, tools and/or framework of their choice.

DO NOT DESCRIBE OR DEFINE THE ABOVE THEORIES, CONCEPT, TOOLS AND FRAMEWORK. APPLY THEM.

1. The assignment **MUST** incorporate the following aspects of strategy: The Resource Based view, Ansoff Matrix, Lynch’s Four Links, Business/Corporate Level strategies.
2. Don’t be general or make vague statement. Be bold, specific and unafraid.

**Harvard referencing style**

1. Include a complete reference list of sources used as well as in text citations to reference insights and information derived from these sources.
2. Reference articles from peer reviewed journals. DO NOT just have a collection of links from website.