**ANALYTICAL DECISION-MAKING**

**Learning Outcome 3: ACTIVITY 2**

**Project planning**

*Working in small groups:*

1. Read through the scenario (project brief)
2. Plan the requirements of the brief
3. Create an activity schedule.

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| **Scenario: Fashionista**  A well known high street fashion retailer is disappointed in its sales results from the key trading period of December. It is now considering developing a web-based presence as online trading seems to be competing very successfully with traditional store sales. To be prepared for the next end of year sales period, the company will need to have its new website presence in place by September.  The business analyst has been asked to:   * Provide market data comparisons for online and high street trading * Provide options and recommendations for an online presence * Plan development of the website.   *Note: A budget has not been allocated for this project as it is considered the company has all the skills and resources in-house to complete the work. However time allocations should be considered.* |