

Final project – report and presentation

1.0 Introduction

This project integrates with your mid-term and your customer experience and observation work. The aim of this project is:

- 1.1 To apply the ideas that you have learned from Service Management 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 that the requirements for the layout are the same as for the mid-term project:

- The report must be uploaded *before the final presentation*.

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:

- Use PowerPoint. (Do not forget to use *words and pictures*.)
- Be presented by *one or more* of the team. Don't forget to use notes, short, simple words and to practice. When you write your presentation don't copy from your report. Make short points. It is much clearer.

4.0 Project

- You are going to report on the current design of the service offered by your firm, analyze failure and success points and then offer suggestions for improvement.
- You should create a blueprint of the service for your firm.

- Report aspects where there are failures and successes in the service process.
- Make suggestions for improving the service based on the previous steps and drawing from the theory we have used in class.