**AGRC7050 Agribusiness Value Chain Management**

**Case Study**

**Task:** Case Study Proposal and approval

**Learning Objectives Assessed:** 1, 2, 3 and 4

**Due Date:** 31 March 2021 14:00

**Weight:**15%

**Task Description:**

You are required to select one of the case study options given below and analyse the value chain management practices based on a selected value chain.

This is a **compulsory assessment task**. You could proceed with your value chain analysis upon approval or could refocus and start analysing the case based on the comments made by the Course Coordinator or Tutor. Any case study report submission without prior approval will not be assessed.

# *Case Study Option 1*

Select an agribusiness company that you are familiar with and based on that, analyse the value chain management practices of that company. Discuss the potential for improving the competitive position of the selected agribusiness company by providing evidence of its value chain management practices. Your arguments should be supported using literature.

Your analysis and recommendations should be based on information/data gathered through appropriate personal interviews with the management of the firm. You would need to speak with at least two employees within the firm to gather information about the strategic overview of the company, movement of its product, their customer and supplier relationships. These discussions should enable you to map the current state of the whole chain and analyse its value chain management practices.

*Case Study Option 2*

Select one agribusiness sector that you are familiar with and based on that sector, analyse their value chain management practices based on secondary information. Discuss the potential for improving the competitive position of the selected sector by providing evidence of its value chain management practices. Your arguments should be supported using literature.

Your analysis and recommendations should be based on information/data gathered through secondary sources. The data should enable you to map the current state of the whole chain, gather examples of best practices and analyse its value chain management practices.

*Process*

You are required to complete the following three assessment tasks once you select your case study option:

1. Submission of an approval sheet with a justification for studying the selected case study.
2. Prepare a report on your findings and support your arguments using literature.
3. Make a presentation to highlight your key findings.

Before commencing the case study, you must obtain approval from the Course Coordinator or Tutor to make sure that the nominated agribusiness case study is acceptable for study. To obtain approval, submit a 1,000 words document outlining and justifying the case that you have chosen to analyse.

**Word Limit**: 1,000 words

**Submission Guidelines**:

Submit your project proposal through the Blackboard submission link.