

Sample Project Outline

Topic: Wholesaling

Introduction:

- ▶ In general terms speak about
 - what a wholesaler is;
 - what he does
 - his role in trade/Commerce
 - his position in the distribution of goods and services
- ▶ State clearly and concisely the **AIM** of your research project/coursework:
 - what it is you intend to investigate, prove etc.
 - how do you intend to carry out the course of research (methodology)

Chapter 2 General Characteristics and Functions of Wholesalers

In this chapter you should discuss the following

- ☐ Basic functions performed common to all wholesalers
- ☐ types of wholesalers distinguishing between each type by function, clientele and mode of operation
- ☐ Position in the channel of distribution
- ☐ Services performed to producers, retailers and consumers

Chapter 3 A Particular Wholesaler is to be discussed

- ✓ Identify the type of wholesaler
- ✓ Give
 - name
 - location
 - products sold or speciality of operation
 - size of operation
 - hours and years of operation
 - Name of Manager spoken with (interviewed)
 - Insert photos and other advertising materials about the business in the project. Label these and speak about them. ***Do not just use them for fillers.***