

1. Sales Management Assignment

Assignment Overview:

- **Topic:** Analyzing the role of sales management strategies during the Christmas season.
- **Focus Areas:** Sales forecasting, promotional strategies, customer relationship management (CRM), and effective sales management tactics in a festive context.

Submission Format:

- **Project Report:**
 - **Font:** Times New Roman, Size 12
 - **Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Deadline:** 24th December 2025

Assessment Criteria (each worth 20%):

1. **Application of sales management theories**
2. **Critical evaluation of sales trends during Christmas**
3. **Innovativeness in sales strategies during the festive season**
4. **Use of real-world data and case studies**
5. **Structure, clarity, and APA formatting**

Mandatory Sections:

1. **Title Page**
2. **Table of Contents**
3. **Abstract**
4. **Introduction**
5. **Literature Review**
6. **Methodology**
7. **Findings**
8. **Discussion**
9. **Conclusion**
10. **References**
11. **Appendices**

Assignment Task – Choose ONE of the following written assignments:

- **Option 1: The Impact of Christmas Promotions on Consumer Purchasing Behavior**
 - Explore how sales promotions, discounts, and special offers during Christmas influence customer purchasing decisions and overall sales performance.
 - Analyze the role of emotional marketing in driving sales and how it influences consumer loyalty and buying intentions.
- **Option 2: Sales Forecasting for Christmas: Techniques and Real-Life Applications**
 - Investigate the techniques used by businesses to forecast sales during the Christmas season.
 - Evaluate the accuracy of forecasting models and how they help in inventory management and staffing.
- **Option 3: CRM Strategies During Christmas: Strengthening Customer Relationships in the Holiday Season**
 - Examine how businesses use CRM strategies to enhance customer loyalty during Christmas.
 - Discuss the effectiveness of personalized marketing, email campaigns, and post-sale follow-ups in building long-term relationships.