CM0343: Individual Project - Initial Project Plan
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# ADDRESSING THE LOOPHOLES: HOW THE RECENT LEGISLATION CHANGE WILL EFFECT THE SPORTS NUTRITION INDUSTRY

## 1.0 Project Description

The above projected aims to analyse whether the recent change in legislation which now requires all sales of sports nutrition products to be subject to the standard rate of VAT will effect the growth and development of the industry. To complete the project I will be using numerous research techniques and system dynamics models in order to gain enough understanding of the current climate of the industry and demands of the consumers to create the final deliverable which will be presented in the form of a new sports nutrition product, the product will be manufactured to be the 'ideal product' to launch within the industry at this given time. The product will be adapted based on the information received through the research and iThink model simulations run throughout the project, and with the use of Alchemy API text mining platform I will retrieve customer satisfaction data through retrieving reviews based on a timeline either side of the legislation change to gain an understanding on wether the change has effected the quality of the ingredients used to manufacture the products. I will be focusing my research on protein products alone, although the legislation change has effected many other types of products within the industry the protein range has proved to be the most popular and profitable range for manufacturers and therefore one must assume this range will be effected most by the legislation change.

## 2.0 Project Plan / Methodologies, Aims & Objectives

### Aim One

Gain a clear understanding of the legislation change itself, and reasoning behind why the change has taken place and how it will effect the sports nutrition industry.

### Objective One

Research into the legislation change and the addition of VAT to all sports nutrition products, how this will impact the price of products , cost price to manufacturers , etc. This data will then need to be evaluated and used as an input factor to the iThink models later on in the project.

### Aim Two

Gain an understanding on wether the change will have an effect on the quality of products within the industry.

### Objective Two

The main focus will be research into product launches either side of the legislation change, detailing the quality of new product launches and product re launches compared to their predecessors, mainly focusing on the specific ingredients used to conclude if the legislation change has effected the quality of the products within the industry.

### Aim Three

Gain an understanding of what manufacturers are doing to counteract the change and keep their products advertised at a competitive price.

### Objective Three

Focus here is to create a questionnaire and/or interview plan for targeted manufacturers and to then approach the selected manufacturers using these techniques to gain information on what specific actions they are taking to counteract the legislation change, I will then evaluate all the data gained from all manufacturers to get a generalised collaboration.

### Aim Four

Build a system dynamics model to run simulation on factors that influence the industry.

### Objective Four

Here I will need to build a system dynamics model through the use of iThink, the model will be completed throughout the course of the project and will get larger and more complex as more research is made and incorporated into the model. The model will also be effected by the evaluation of the sentiment analysis, research evaluation and Interview / Questionnaires results.

### Aim Five

Gain an understanding of customer satisfaction levels following the change and comparing them to satisfaction levels prior to the change.

### Objective Five

Asses reviews of products within the industry using a sentiment analysis through the use of Alchemy API, looking at customer reviews before and after the change and evaluating these results.

### Aim Six

Deliverable: Launch of a new protein product which will best suit the current climate of the industry.

### Objective Six

To create a new product which will best suit the current climate within the industry based on all the information attained through the research, sentiment analysis, iThink simulations and manufacturer information. The product will be adapted to fit the needs of both consumer and manufacturer.

### Aim Seven

Deliver an Interim Report that displays my investigation and research based on to the hand in date of the deliverable.

### Objective Seven

The interim report will look to deliver the Interview and Questionnaire information retrieved from the manufacturers alongside evaluations of the legislation change, consumer buying patterns and new product launches within the industry. The interim report also looks to a include a basic iThink simulation which will be linked to a sentiment analysis evaluation.

### Aim Eight

Deliver a Final Report that displays my investigation and research based on to the hand in date of the deliverable.

### Objective Eight

The final report looks to include a more detailed iThink Model running multiple simulations and based on multiple factors from research and information attained throughout the course of the project, it will also include the addition of the final deliverable which will be in the form of a protein product which would have been designed and made up through a scientific lab and presented alongside the final report.

**3.0 Work Plan - Gantt Chart**

Gantt chart has been uploaded as an appendix .PDF document.