

Evaluation involves making judgements and then offering solutions for retail businesses.

To do this, it is important to correctly use retail business data, use mathematical techniques to calculate data and then interpret the data through explanations and analysis.

Judgement

A good judgement will link to the original data and the explanation. It should also be balanced and consider both sides of the discussion.

Giving a balanced answer that looks at both the positive and the negative side is important.

When making judgements it is important to make sure that they are based on the data and the explanation.

Solutions

Recommending solutions to retail issues is important. In many different retail situations, there is often a range of options that a retail business can take to achieve its objectives.

The solutions given must be based on the information and the context provided, be balanced so that the advantages and the disadvantages of the different options are considered and use the information to support the recommendations/solutions.

If the given data includes text and numerical data, then both types of data should be used when suggesting solutions or recommendations.