

# Mandate



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Market research has indicated that dedicated 'own brand' outlets may be well received, where they do not directly compete with the existing dealer network.

The town of Stonebridge has been identified as the best location for a pilot retail outlet.

Project Columbus should identify a suitable location for the outlet and manage all activity through to the launch before handing over to the new direct retail section of the Operations Department.

## Narrative

The Praxis approach suggests that a decision will be made about whether to govern work as a project or programme during the preparation of the brief in the identification process.

However, the nature of this mandate clearly indicates that the work will be run as a project because of its low complexity.

