Description

Impact of product packaging on organisational sales in the UK:
Due to the current COVID-19 there has been a lot of online shopping and sales and because of the intense competition in the UK retail sector, product packaging has gained significant importance with respect to the consumer purchase decisions. This dissertation will report and find out on how the product packaging influences consumer purchase behaviour which in return increases or decreases the sales of the organisation. Primary and Secondary research is essential. Please follow the grade sheet and also the structure in the additional materials i have provided I would really like to do good in my Dissertation to boost my overall grade up and am paying a lot of money.