

Assignment Title:

Individual Report

Project (40%) resulting in a 2,500 word “business analysis case study report” based on a real life global business entity to be submitted in Week 6

Submission Date and Time: 05/12/2022; 5 pm UK time.

Expected Return of Feedback and Marked Work:

21 days from submission

Assignment Weighting:

40% weighting

Word Count:

Maximum: 2,500 words (excluding references and appendices)

View guidance on word limits for written assignments [here](#)

Learning Outcomes Assessed by this Assignment:

1. Assess the strategic position of an organisation and evaluate the strategic choices available to an organisation;
2. Discuss how an organisation might go about its strategic implementation;
3. Evaluate and redesign business processes and structures to implement and support the organisation’s strategy taking account of customer and other major stakeholder requirements;
4. Integrate appropriate information technology solutions to support the organisation’s strategy;
5. Advise on the principles of project management to enable the implementation of aspects of the organisation’s strategy with the twin objectives of managing risk and ensuring benefits realisation;
6. Analyse and evaluate the effectiveness of a company’s strategy and the financial consequences of implementing strategic decisions;
7. Assess the role of leadership and people management in formulating and implementing business strategy.

Assignment Guidelines:

You are required to research and analyse a real public-listed firm on LSE of your choice, addressing issues as described in specific guidelines relating to the assignment task, in conjunction with the marking rubric. This is an individual assignment, which will require the creation of business analysis case study report based on your analysis of a real public-listed firm on LSE you choose.

Please note that no two students are to choose the same company. The choice of company is on a first come first served basis, therefore soon as you have decided your choice of company, please post your chosen company with ticker number (ie. Tesco, TSCO) on M116LON Aula and also inform your module tutor / leader by email accordingly.

For formative assessment, students should present their progress within the Assessment and Feedback sessions.

Tasks

1. Company profile description including brief background of the company, products or services, position in the industry, and basics – (1 page)

2. Situational Analysis (Internal and external perspectives): Students are to perform a situational analysis for your chosen company in LSE. Situation analysis refers to a collection of methods that managers use to analyse an organization's internal and external environment to understand the organization's capabilities, customers, and business environment. The situational analysis should include but not limited to a review of their mission and vision statements, core value, key success factors, stakeholder analysis, current strategies and one internal/external scan (SWOT, Porter five forces, PESTEL, VRIO or value chain analysis) to support the understanding of the competitive, legislative and economic environment your target company operates. Based on your situational analysis and research, you need to determine the key decision criteria that will support their growth strategy. The criteria should not only include the expected financial returns but also other business norms that are important to each of their business.

3. Financial Analysis: Analysis of recent financial statements, financial ratios, horizontal and vertical analysis. Critical analysis of ratios and their trends. Use a competitor and industry benchmark for comparison.

4. 1-year stock price chart with relevant benchmark. Analyse stock price trend

5. Strategic Evaluation: Include industry and competitor comparison in your analysis. And any other current issues to be considered such as ESG.

6. Conclusions and Recommendation: based on the results of your analysis, summarize the strategic position of the chosen organisation. (1 page)

Do NOT attach annual reports!

TOTAL Word Limit: 2500 words (DO NOT EXCEED)

Requirement

Draft a report for the investment fund management in the form of an analysis of the financial performance and position of a company that incorporates the following:

1. Company profile description including brief background of the company, products or services, position in the industry, and basics – (one page)

2. Analysis of recent financial statements, financial ratios, horizontal and vertical analysis. Critical analysis of ratios and their trends. Use a competitor and industry benchmark for comparison.

3. One-year stock price chart with relevant benchmark. Analyse stock price trend

4. Leverage ratios and evaluation of sources of corporate financing used by the company (debt and equity). Include industry and competitor comparison in your analysis. Do you agree with their choice of capital structure?

5. Recommendation: Justify your selection or rejection of the company as an investment based on the results of your analysis. Summarize only. (one page)

6. One-page Business Exec. Summary & References MUST be included.

7. Do NOT attach annual reports!

TOTAL Word Limit: 2500 words (DO NOT EXCEED)

You can utilize a variety of available sources such as Library: [Locate](#): Fame or Statista.

Note: Do not copy and paste from sources within the report. The report must be written by you. Your critical analysis will be graded heavily in this assignment.

Assignment Structure & Layout:

Structure

Appropriate assignment cover sheet for your business financing plan.

State the word count of your report in the Word Count section of the cover sheet rather than the required word count. Refer to the relevant information in the module handbook about word count requirements.

The report should contain the following sections

Title Sheet

- Executive Summary (5%): An executive summary is a one-page maximum document which summarises the whole report. An executive summary should follow the order of the report and outline: the purpose of the report; the key analyses; the main conclusions; recommendations.
- Contents Page
- Introduction (5%)
- Situational Analysis: external perspective. (15%)
- Situational Analysis: internal perspective (10%)
- Financial Analysis: Performance of your chosen company
 - o Ratio & Trend Analysis -20 %
 - o Analyse Stock price chart trend with relevant benchmark. – 10%
- Strategic Evaluation - (10%)
 - o Industry and competitor comparison
- Any other current issues to be considered such as ESG. (10%)
- Conclusions and Recommendations (10%)
- Professional Format – APA referencing (5%)
- Appendices

Other information

- Use graphs and/or tables to present key results effectively.
- Attach Excel screenshots in the Appendices to demonstrate results of analysis for alternative assumptions.
- Only Word documents can be submitted through Turnitin, the University's plagiarism detection software, therefore you are advised to create tables in Word and not to cut and paste Excel or other software into the document. The marker will not be able to access your spreadsheets and see your working.

Additional Skills Attend a Spotlight session as advertised [here](#) on Aula.

You should demonstrate evidence of critical thinking. You should also cite or reference your sources using the university APA referencing style.

PLAGIARISM WARNING! — Assignments should not be copied in part or in whole from any other source, except for any marked-up quotations that clearly distinguish what has been quoted from

your own work. You will be awarded a mark of zero if you are found copying from the Internet or other sources and you may be excluded from the university altogether.

Please refer to the FULL marking rubric for the assessment criteria that will inform your work. 24 Hour Grace period Important points to note about the

24-Hour Grace period:

- To accommodate any last-minute technical difficulties or changes to personal circumstances, the University will automatically accept any submissions made up to 24 hours after the deadline without penalty. There is no need to complete an extension request form if you submit within this timeframe.
- You may submit draft assessments up to the deadline to receive an originality report from Turnitin, however the most recent submission will be accepted as final once the deadline has passed.