Case Study 2

2.1.4 Kingspan plc Business Evaluation Exercise[1]

Unit:	Study Unit 3 – Strategic Treasury Solutions
Case:	Case 2 – Treasury evolution
Date:	1 September 2016
Summary:	Questions to evaluate Kingspan's business set in an examination style, although completely relevant to real life business evaluations.
Key words:	Business evaluation, PEST analysis, Porter's five forces, market environments matrix , competitive advantage, SWOT

Question 1
Evaluate the business, or businesses if materially different, using the following models:

- PEST - macro-environment screening
- Porter's Five Forces
- Market Environments Matrix

Question 2

a) Using your analysis in Question 1 summarise the key success factors for the business or businesses based on the basis of competition and any competitive advantage, sustainable or otherwise, enjoyed by the company.

b) Based upon your analysis in Question 1 and Question 2 a) identify the main financial, operating and strategic risks facing the company and assess the overall level of risk which characterises the company.

c) To summarise your detailed analysis, prepare a SWOT analysis of the business or businesses.

Question 3
Summarise the strategic performance of the company in one sentence.

Question 4
What are the implications of the share price performance since the summer of 2007?

[1] Post your responses to the various questions and discuss your thoughts and responses in the Case study 2 forum in light of the answers posted by fellow group members and the model answer released by the tutors. You are expected to post during the Case study 2 timeline – see course site U3/Case 2 for dates.