Case Study 1

1.1.4 Victor Overview Analysis Pro forma[1]

Industry

	ITEM / FACTOR	VALUE / DESCRIPTION	IMPLICATIONS
1	Propose your top three most important commercial factors based on the industry overview resource and any research you have time to perform.		
2	Propose your top three key value drivers and key strategic risks for the industry.	Value Drivers:	
		Strategic Risks:	
3	Propose two criteria for a firm to achieve sustainable competitive advantage in this industry.	Criteria 1:	
		Criteria 2:	

[1] Post your completed analysis to the Case study 1 forum and compare your answers to those of your fellow group members and the model answer released by the tutors. You are expected to post during the Case study 1 timeline – see course site U3/Case 1 for dates.

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Victor

	ITEM / FACTOR	VALUE / DESCRIPTION	IMPLICATIONS*
4	Succinctly analyse Victor's financial performance over the past four years: growth, profitability, asset management, credit and shareholder issues plus sustainability of cash flows.	Growth:	
		Profitability:	
		Asset management:	
		Credit issues:	
		Shareholder issues:	
		Cash flow sustainability:	
5	Taking Victor as a whole (both business and financial dimensions) within its global industry setting, what are its principal strengths, weaknesses, opportunities and threats?	Strengths	
		Weaknesses:	
		Opportunities:	
		Threats:	
6	Comment on how well Victor meets the criteria you identified in 3 above.	Criteria 1:	
		Criteria 2:	

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