1.3.2 Strategic and Economic Analysis Exercise

Unit: Unit 1 – Treasury Strategy

Module: Module 1 – Corporate strategy

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Summary: An exercise in strategic analysis of a business from three approaches, two of which are standard industry tools.

Keywords: Porter's five forces, SWOT analysis

This exercise is based on the Green Parrot AG case study. We will use this case study on several occasions in this MCT course, so it is IMPORTANT to get to grips with it sooner rather than later.

In this exercise, you will deploy some of the business analysis techniques you have just learned about. We also introduce another pro forma for analysing businesses which you will recognise again in Unit 3 of this MCT course.

First, read the Green Parrot AG Case background information. This is unlikely to be sufficient for the purposes of this exercise so, in addition to your own knowledge of the industry, you may need to undertake some additional research, e.g. competitors, industry. Share anything you find out on the Forum.

Question 1

You are to undertake a Porter's 5 Forces analysis of Green Parrot AG. Remember to follow the model and consider each aspect, rather than just list items under the 5 headings. The structure of the model is important.

Question 2[1]

Brainstorm a SWOT analysis on Green Parrot. Post your analysis to the module forum: create a new post in the *Forum exercise from 1.3.2 Strategic and economic analysis* category with the title U1/M1/1.3.2/Green Parrot SWOT/[Your name]. Comment on the contributions of a least 2 other students.

Question 3

Using the pro forma carry out an analysis of Green Parrot's business. The pro forma will help you in structuring your thoughts. This will give you valuable practice in understanding the context of a firm. The template only suggests an approach, so feel free to adapt it as you see fit; but the overall objective is to get an understanding of a business quickly and efficiently.

[1] You are expected to post forum exercises to the appropriate forum within the two-week timeframe of the module. Please see the study timetable for reference.