Case Study 1

1.4.3 Teleware Overview Analysis Pro Forma[1]

	ITEM / FACTOR	COMMENT	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.		
3	What can treasury do to assist with helping on value drivers and reducing the risks?		
4	Succinctly analyse Teleware's financial projections over the coming five years. Consider: growth, profitability, asset management, credit and shareholder issues plus sustainability of cash flows – but bear in mind that not all of these may be possible with the information available. Comment on their relevance		
5	Make a SWOT analysis of the bid proposal		

[1] Post your completed checklist 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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