1.3.4 Strategic and Economic Analysis

Exercise Proforma

Unit: Unit 1 – Treasury Strategy

Module: Module 1 – Corporate strategy

Date: 1 March 2012

Green Parrot business analysis proforma

INDUSTRY

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

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GREEN PARROT

	ITEM / FACTOR	VALUE / DESCRIPTION	IMPLICATIONS*
4	Succinctly analyse Green Parrot's financial performance over the past two years: profitability, asset management, capital structure including credit and shareholder issues plus sustainability of cash flows	Sales growth and profitability:	
		Asset management - working assets, fixed assets and capital expenditure:	
		Capital structure:	
		Credit issues:	
		Shareholder issues:	
		Cash flow:	
5	Taking Green Parrot 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	Briefly critique Green Parrot's treasury-related policies.	Organisation:	
		Controls:	
		FX Policy:	
		Interest Rate Policy:	
		Commodity Risk Policy:	

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