

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Management
Executive Diploma

FINANCIAL ANALYSIS

4189/01
4265/01

Optional Module

Valid between 1 January 2003 and 31 December 2003

READ THESE INSTRUCTIONS FIRST

You should read the assignment carefully

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 3000 and 4000 words.

This document consists of **2** printed pages.



Executive Diploma Module 4189/C

Financial Analysis – Option Module

Title: Competitor Analysis

1. Select **two** companies or organisations which are considered to be competitors of your own organisation. From the information available in the public domain, obtain a selection of business and financial information about the organisations over the previous 12 months, including if possible the Annual Reports. (If you work in non-profit making organisation, select 2 organisations which operate in a similar field to your own)

You should include information from a range of public sources, including media reports and financial commentary.

2. Using the information you have gathered, prepare a review of financial performance for each organisation over at least the previous 12 months, demonstrating the use of financial analytical tools. Show how well each organisation has performed, commenting, if possible, on:

- Any variance in expected performance and its significance.
- Identifiable trends, exceptional under / over performance, future risk.

3. Summarise the expected trends and market performance of the sector in which your own and your chosen organisations operate. You should look at:

- the domestic market, economic forecasts and trends
- regional and/or global market, forecasts and trends.

4. In the light of your analysis of your competitors' previous financial performance and your interpretation of the business environment, prepare a brief report on the strategies your own organisation might adopt over the next short term period, (6 – 12 months), demonstrating through financial analysis, why they should be effective.

You must include in your assignment all documentation, notes and materials generated from each stage as shown above, as well as the summaries and reports required.

You should not contact the companies directly for information, but use only that which is in the public domain.