

BUSINESS TRIAL ESSAY

Prepare a 1,000-word analysis on a FTSE 100 company of your choice. The FTSE100 Company must be in the Top 20 ranking, and your choice should be based on their market capitalization as at your time of research, and not on profitability or revenue. Your trial essay question is as follows:

Conduct a SWOT and PORTER analysis on the organization of your choice (excluding those in the list below). Your analysis should be based on how the organization's internal strengths and weaknesses aid / hinder it from competing effectively within its industry. Your analysis should be critical and should conclude with recommended actions for the organization.

The manner in which you structure your analysis is totally dependent on you, and it should not exceed 1,000 words (excluding abstract, references, bibliography, appendix, and table of contents).

As a guide,

- Your introduction and abstract must identify the company's ranking on the FTSE 100
- You should make use of relevant strategic and financial analytical frameworks in conducting your analysis
- Due to the word count, you are NOT expected to structure the report based on the frameworks, but rather to use the frameworks to facilitate your analysis, conclusion and recommendations.
- Your work must be fully referenced in the Harvard referencing style
- Your work must include an abstract, introduction, body and conclusion. Extra calculations or information that are somewhat relevant to the analysis, but not directly related, should be included in the appendix.
- You must refer to recently published academic journals, newspaper articles, financial statements, books and market reports (Mintel, KeyNote e.t.c) when conducting your research
- Your analysis should be written up to at least a 65% standard.

The trial essay would be assessing the following,

- Your research skills
- Your written English skills
- Your ability to conduct analysis on non readily available data, and write concise but high quality reports and analysis
- Your knowledge of analytical frameworks in business and finance
- Your ability to write structured and accurate reports and analysis, especially when detailed assessment guidelines are not provided.

Good Luck.

Companies you cannot write on:

- Vodafone Group Plc
- Burberry Plc
- Sainsbury Plc
- Reed Elsevier Plc
- Whitbread Plc
- Sage Group Plc
- Serco Group
- Kingfisher Plc
- Intercontinental Group Plc
- Marks and Spencer Plc
- Bunzl Plc
- Next Plc
- BT Group Plc
- Cairn Energy