

Assignment 2

Final

Assignment 2

This is your final assignment.

You are requested to prepare a report for a public company. You should approach this case from a director's point of view upon issues related with financial and strategic management.

For this final assignment you are requested to use information upon your discretion regarding the overall interim appearance of a public company. The target company is "Kerry Group".

Information regarding the overall...interim...performance of the target company is given below. Follow the link to find the necessary information needed for your report preparation.

<https://www.kerrygroup.com/investors/results-presentations/2016-H1-Results-Presentation-4-8-16.pdf>

You are challenged to search and find information regarding any issues you may consider appropriate. Use and incorporate within your report any research material that is relevant and appropriate either from financial or strategic management aspect.

Important is to use information that relates to the overall...interim performance of the target company.

Detailed information upon your research issues should be disclosed as report appendices.

Guidelines

Your assignment is evaluated in the aspect of

- I. context relevance to the assignment case given
- II. key issues identification based upon assignment requirements
- III. disclosure introduced in appendices for any research material gathered regarding the assignment case given
- IV. use and apply proper formulas or concepts or methodologies relevant your case approach
- V. consistent information to the assignment case given
- VI. proper referencing and plagiarism avoidance
- VII. report writing skills upon case approach
 - keep it simple
 - use active voice; writing moves smoothly and uses fewer words than passive voice
 - good grammar and punctuation
- VIII. report techniques used;
 - Introduction that gives brief explanation upon report structure and justifies the chosen methodology and approach used
 - Body that provides detailed information relevant to the assignment case requirements
 - Conclusion upon your approach to assignment case requirements
 - Provide and explain any recommendations based upon your approach to assignment requirements
 - Give any necessary detailed information in appendices
 - Cite properly the sources used

Important Issues

Assignment report should be about 3000 words; 10% rule (+) or (-) applies The Assignment carries a 50% weight of your final grade for this course Read carefully the Assignment Brief Guidelines

Study the course material given prior to the Assignment

Read carefully the Assignment case given

Gather any material given or research further information needed for the Assignment case

Prepare and finish your Assignment report three days before deadline due date

Read your Assignment report once more and finalize

Submit your report through submission link provided in the course

Assignment must be submitted before due date (

Student has sole responsibility to ensure timely assignment submission

Unicaf regulations regarding late submission / non-submission are applied