Consultancy Report - Anthony Orchard - Part2

**Paper details:**

As your Project for Financial and Performance Management, you will prepare and submit a consultancy report to the management of Anthony’s Orchard. The company is considering expanding its product line to include apple juice. This expansion would require a significant investment in a piece of equipment known as an apple press. Your Project submission analyses this decision and provides to company management a recommendation based on your analysis. The consultancy report should contain five distinct sections, plus an executive summary, that in total equate to 5,000 words (+/- 10%) in length. Necessary Appendices and a References section should also be included. Contents Your consultancy report should include the following sections: Executive summary Section 1: Financial Analysis Section 2: Analysis of the Investment Section 3: Developing a Balanced Scorecard Section 4: Assessing Benchmarking Efforts Section 5: Summary, Recommendations and Conclusion In Unit 3, you submitted Section 1: Financial Analysis and Section 2: Analysis of the Investment. In this final unit, you need to submit the remaining sections of your consultancy report, which include: Executive Summary Section 3: Developing a Balanced Scorecard Section 4: Assessing Benchmarking Efforts Section 5: Summary, Recommendations and Conclusion Executive Summary (new) In this section, you introduce the nature and purpose of your study. Summarise your study and its objectives, and briefly state your recommendations (this section should be written only after you have finalised your report). Section 3: Developing a Balanced Scorecard (Balanced Scorecard and Performance Indicators) In this section, you need to provide an analysis and projection of various performance measures for Anthony’s Orchard.

Develop a Balanced Scorecard (BSC) for the company to measure financial, customer, internal process and learning/growth performance. Add to this your opinion of any effects on organisational performance that may emerge as a result of expanding the product line. Section 4: Assessing Benchmarking Efforts (Gap Analysis and Benchmarking, Including Quality Assurance Techniques) In this section, you need to provide an analysis of various quality measures for Anthony’s Orchard. Conduct a gap analysis and provide recommendations for the development of benchmarking efforts. Section 5: Summary, Recommendations and Conclusion In this section, present your recommendations in more detail than you did in Section 1. Include your final recommendation to the management of Anthony’s Orchard regarding the expansion of the product line to include apple juice and the requisite purchase of the apple press. Present your reasoning for your position, and include any subsidiary recommendations you may wish to make (such as additional performance or quality efforts suggested) in support of your primary recommendation. Reiterate any assumptions you made. Appendices Include any supporting documentation you feel is required in this section. This may include organisational data, historical information, additional information on tools or any other information that would be pertinent in support of your proposed solution. References In this section of your report, include these references. Be sure to make appropriate use of the Harvard Referencing Style.