

### This assignment relates to the following Learning Outcomes:

LO 02	Prepare and critically interpret financial reports of complex reporting entities for stakeholders.
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### Aim of the Assignment

The group assignment aims to apply financial analysis techniques to critically interpret the financial statements of a listed company and make an oral presentation to the class.

### Assignment and Instructions

**Task:** Each group should assume that a Business Analysis Team has been assembled to conduct an analysis of a New Zealand-listed company. Your team has been approached by a potential investor looking to invest in your selected company. The investor's request is to prepare a comprehensive business analysis report recommending investing in the company or not.

#### Required:

- To prepare a business analysis report including the information stated on pages 2 and 3.
- To prepare a group presentation on the report findings as outlined in the marking rubric on page 7.

#### Instructions:

##### Group Selection

- Each group is to consist of **three to four** students. Students can select their team members. A list that includes the group members' names should be uploaded to the submission drop box in Moodle before the 8<sup>th</sup> Week of the semester.
- All group members are required to contribute to the assignment. If group members are unhappy about the contribution of an individual member, the lecturer should be notified as soon as possible rather than leaving it to the assignment's due date.
- You must consult the lecturer in advance to discuss any issues relating to your group project.

##### Business Analysis (80%)

- Your group will select a company listed on the New Zealand Stock Exchange and conduct a comprehensive business analysis.
- Your analysis should cover all financial and non-financial information from publicly available sources such as annual (**the latest**) or interim financial reports, financial commentaries, newspaper articles, websites, etc. For this assignment, you are to utilise publicly available information **ONLY** on the selected listed company. **DO NOT** approach the company or its personnel directly.

##### Group Presentation (20%)

- The presentation should be based on the Business Analysis Report.
- The time allowed for the group presentation is 15 minutes.
- There is no maximum number of slides to be presented.
- The group is evaluated as a whole, and all the members should participate actively in the presentation.

Your report should include the following.

Title Page
Executive Summary: Summary of the entire report
Introduction
Company Profile
Financial Analysis <ul style="list-style-type: none"><li>• Your analysis should be presented in the following areas in advising investors.<ul style="list-style-type: none"><li>○ Market</li><li>○ Profitability</li><li>○ Liquidity</li><li>○ Asset utilization</li><li>○ Solvency</li></ul></li><li>• You are allowed to use any tool that can be used to analyze the given areas, such as ratios trend analysis, profitability analysis, etc., for the past three years. (Hint: use a minimum of three ratios for each category).</li><li>• Interpret each category over the period using the tools you used.</li><li>• Provide an overall interpretation of your analysis of the company.</li><li>• Your numerical analysis should be supported by the non-financial information available to you in the company.</li></ul>
Non-financial Analysis <ul style="list-style-type: none"><li>• Analysis of other non-financial information, such as corporate governance, sustainability, strategic perspective, risk planning etc., to support your conclusion on the investment decision.</li></ul>
Summary and Conclusion
Format, references, and appendices

Please refer to the grading rubric for information on how marks will be allocated and use it as a guide to ensure that you meet the assessment criteria.

**Note:**

- The maximum word limit is 2,500 words. Marks may be deducted for exceeding the word limit.
- Use supporting evidence, appropriately referenced, to support your comments. Use the APA7 referencing style to acknowledge all sources.
- Formatting should be Calibri 12 pt font / 1.5 line spacing, all pages numbered.

## Group Report Marking Rubric

	Marks	Strong	Satisfactory	Weak
<b>Title page</b>		The project title, student names and ID numbers of all group members, and the correct Table of Contents provided.	One of the following is not provided or is incomplete: The project title, student names and ID numbers of all group members and Table of Contents.	Two of the following are not provided or are incomplete: The project title, student names and ID numbers of all group members and Table of Contents.
	2	(2)	(1)	(0)
<b>Executive Summary: Summary of the entire report</b>		All of the following are explained clearly. The objective, scope, data gathering methods, analytical methods applied, key findings, and conclusion	Most of the following are explained clearly. Objective, scope, data gathering methods, analytical methods applied, key findings, and conclusion.	A few of the following are explained clearly. Objective, scope, data gathering methods, analytical methods applied, key findings, and conclusion.
	6	(5-6)	(3-4)	(0-2)
<b>Introduction</b>		The purpose and structure of the report are very clear.	The purpose and structure of the report are mostly clear.	The purpose and structure of the report are not clear.
	6	(5-6)	(3-4)	(0-2)
<b>Company Profile</b>		All of the following are explained clearly. <ul style="list-style-type: none"> <li>• Introduction to the company</li> <li>• Company goals and objectives</li> <li>• Company market, products, suppliers, etc.</li> <li>• Business strategies adopted.</li> </ul>	Most of the following are explained clearly. <ul style="list-style-type: none"> <li>• Introduction to the company</li> <li>• Company goals and objectives</li> <li>• Company market, products, suppliers, etc.</li> <li>• Business strategies adopted.</li> </ul>	A few of the following are explained clearly. <ul style="list-style-type: none"> <li>• Introduction to the company</li> <li>• Company goals and objectives</li> <li>• Company market, products, suppliers, etc.</li> <li>• Business strategies adopted.</li> </ul>
	4	(4)	(3)	(0-2)
<b>Financial Analysis</b>	<b>15</b>	The ratios and other tools are used and calculated correctly. Analyse the following categories of ratios for the past three years. (Use three ratios for each category.) <ul style="list-style-type: none"> <li>○ Market</li> <li>○ Profitability</li> <li>○ Liquidity</li> <li>○ Asset utilization</li> <li>○ Solvency</li> </ul>	The ratios and other tools are used with some errors in ratio calculations. Analyse the following categories of ratios for the past three years. (Use three ratios for each category.) <ul style="list-style-type: none"> <li>○ Market</li> <li>○ Profitability</li> <li>○ Liquidity</li> <li>○ Asset utilization</li> <li>○ Solvency</li> </ul>	Only ratios are used, and some of the following items are calculated with some errors. Analyse the following categories of ratios for the past three years. (Use three ratios for each category.) <ul style="list-style-type: none"> <li>○ Market</li> <li>○ Profitability</li> <li>○ Liquidity</li> <li>○ Asset utilization</li> <li>○ Solvency</li> </ul>
		(1 x 15 = max 15 marks)		

	<b>25</b>	Interpretation of the ratios for each category over the period is accurate. Compare ratios with the historical ratios/industry averages and/or competitors' ratio levels.	Interpretation of the ratios for each category over the period is mostly accurate. Compare ratios with the historical ratios.	Interpretation of the ratios for each category over the period is sometimes accurate. No comparison is provided.
		(19-25)	(11-18)	(0-10)
	<b>5</b>	Overall, the interpretation of ratio analysis and other techniques is accurate and justifiable using non-financial information.	Overall, the interpretation of ratio analysis and other techniques is mostly accurate but with limited justification using non-financial information.	Overall, the interpretation of ratio analysis is not accurate and not justified using non-financial information.
		(4-5)	(2-3)	(0-1)
<b>45</b> Ratios = 15 Interpretation = 25 Overall assessment = 5				
<b>Non-financial Analysis</b>		The presentation of more than two non-financial reports in the selected annual report is analyzed and supports your investment decision to a high standard.	The presentation of one non-financial report in the selected annual report is analyzed and supports your investment decision.	The presentation of non-financial reports in the selected annual report is analyzed but unrelated to the investment decision.
	<b>8</b>	(7-8)	(4-6)	(0-3)
<b>Summary and Conclusion</b>		A summary and conclusion are evident and are related to the content. They are pertaining to non-financial analysis.	A summary and conclusion are primarily clear and related to the content. They are pertaining to non-financial analysis.	A summary and conclusion are not always clear and related to the content, not related to non-financial analysis.
	<b>5</b>	(4-5)	(2-3)	(0-1)
<b>Format, references, and appendices</b>		The following are correctly provided: <ul style="list-style-type: none"> <li>The presentation uses the given format, correct font style, spacing, etc.</li> <li>All references according to APA reference style</li> <li>Appendices</li> </ul>	The following are provided with some errors: <ul style="list-style-type: none"> <li>The presentation uses the given format, correct font style, spacing, etc.</li> <li>All references according to APA reference style</li> <li>Appendices</li> </ul>	One or two of the following are not provided: <ul style="list-style-type: none"> <li>The presentation uses the given format, correct font style, spacing, etc.</li> <li>All references according to APA reference style</li> <li>Appendices</li> </ul>
	<b>4</b>	(4)	(3)	(1-2)
<b>Total</b>	<b>80</b>			

**Group Presentation (20 Marks) – Marking Rubric**

	Strong	Satisfactory	Below average
<p>1. Organisation (4 marks)</p> <ul style="list-style-type: none"> <li>▪ The presentation is well-organized and easy to follow.</li> <li>▪ The main points are clear and presented in a logical order.</li> </ul>			
<p>2. Content (8 marks)</p> <ul style="list-style-type: none"> <li>▪ The presentation covers the business analysis thoroughly, providing relevant and accurate information.</li> <li>▪ The speakers demonstrate a deep understanding of business analysis.</li> <li>▪ Compelling examples and evidence are used to support arguments.</li> </ul>			
<p>3. Delivery (4 marks)</p> <ul style="list-style-type: none"> <li>▪ The speakers are clear and audible, with good pace and intonation.</li> <li>▪ The speakers maintain good eye contact with the audience and engage them throughout the presentation.</li> </ul>			
<p>4. Visual aids (2 mark)</p> <ul style="list-style-type: none"> <li>▪ Visual aids (if used) are appropriate and clear, enhancing the presentation's understanding.</li> </ul>			
<p>5. Time management (2 mark)</p> <ul style="list-style-type: none"> <li>▪ The presentation is delivered within the allocated time frame.</li> </ul>			
<b>Marks (20)</b>	(16-20)	(10-15)	(0-10)