



Top Ten



Most Likely Unseen Issues

Strategic Case Study



Basis of my choice

Focus in the pre-seen

- Space devoted to the issue
- Degree of importance attached to it by the examiner

Strategic importance

- Importance to SWOT
- Importance likely to be attached by directors

My experience

- Past exams
- Typical issues
- How easy it is to examine



How to prepare for these issues

Prepare key models from pre-seen information

Remember to adapt all models for new points in unseen

Find relevant real life examples

Prepare sample paragraphs
Learn them!

Sit mock exams that cover the key issues

Be prepared for which models to use to support the issue

Learn typical key points

Advantages and disadvantages



EXPAND DELIVERY BEYOND FAST FOOD





Issue 10 – Basis of choice

The software/app has applicability beyond fast food

Strategically important to diversify

Real world precedent
(e.g. Uber and UbersEats)



Issue 10 – Likely issues

- Grocery delivery service
- Non-food delivery (e.g. medicine)
- General delivery
- Acquisition of a competitor
- Bespoke delivery (B2B)
- Non-delivery services (e.g. ride share)



Issue 10 – Key points to raise

Consistency with mission/vision

How to finance

SAF

Pros

Less dependent on fast food (diversify)

Cons

Risk



Issue 10 – Relevant theory

E3

- Environmental analysis
- Evaluating strategic options

P3

- Cyber security
- Risk management

F3

- Long-term finance