



# Financial Services

## Activity 3

### Financial Services Challenge

#### Resources:

- Copy of the General Briefing Sheet (*For Activity 3*)
- Copy of the Business Summary Spreadsheet (*showing Summary and Profit & Loss*)
- Computer access to use the Spreadsheet & PowerPoint / Paper, Pens / Flipchart etc. for presentation

#### The Activity

Stewart Jones is a recent graduate who is keen to enter his father's company, Mason Jones Ltd. The company's sales have steadily fallen over the last few years, perhaps a result of its business model becoming outdated. Stewart would like to use his knowledge and ideas to join the business and help turn things around. He and his team are going to present the plan to the board of directors, hoping to convince them to adopt it.

Each team will represent Stewart and the colleagues in his own team, and you have 20 minutes to convince the Board of the 'turnaround plan'. You will present to the rest of the class, who will represent the Board members.

#### Step 1.

Read through the general briefing sheet for Activity 3.

#### The Task

##### Stuart Mason presentation to the board

*You have 20 minutes to convince the Board of 'the turnaround plan'*

#### Your presentation should:

1. Prioritise the five actions that you would recommend to the board identifying why they are necessary
2. Demonstrate how these changes will be implemented outlining any process used
3. Include a financial plan to support the recommended changes. The plan should include a breakeven analysis and product profit margins. Please complete the attached 'Business Summary Spreadsheet'

#### Before presenting the plan what actions/research would you suggest that Stuart undertakes?

You might want to consider:

- Description of the business
- State the industry-sector
- State the benefits of the service that enables the business to stand out from its competitors

- Name three of the existing or expected top customers and state how you plan to attract these customers to the point of sale?
- How many, full-time (or equivalent) staff will be employed in the business in the next 12 months
- Describe the benefit that the proposed staffing will bring to the business
  - Include : expertise, track record in the industry and management experience
- Name three of the largest existing/expected competitors.
  - What is special about them?
- What risks or challenges might affect the success of the business?
  - What can stop the company from making the business a success?
  - How will you plan to reduce or mitigate these risks?