

## **Financial Strategy for Growth (FSG)**

PGDBFS 202

Group Assignment

### **Group Presentation & report**

You are required to select a company/ group of company established in Srilanka & analyzed & evaluate different growth strategies implemented by the company during past & proposed future growth strategies & strategic options that organization would look or available in order to achieve sustainable growth.

Your report should discussed

1. Founders/Entrepreneurs role at the beginning of business & how his/her leadership skills help to enhance the business growth
2. Different growth stages & crisis experienced by the company using appropriate growth model.
3. Use financial data ( Sales/ NP/ Staff cost Working capital) & evaluate growth
4. Identify different product/ Services of the enterprise & evaluate their business level strategies & how those SBU has helped organization to foster the growth
5. Discuss corporate level strategies of the company & their impact on enterprise growth
6. Discuss/ Suggest future corporate/ Business/ functional level strategies & strategic options available or organization for future growth

### **Guidelines**

Report: Report should consist of words between 2500 -3000(excluding annexure) Font size 12, line space 1.5 and margin – left 1.5 inches.

Presentation: 30 Min maximum

Group size- Minimum 5 members & maximum 6 members

Evaluation criteria: Report 30 Marks, Group Presentation 10 Marks