

ASU 1: Appendix content & Style	SPS 1: Calculation (in appendix)	AJ 1: Evaluating calc.	CR 1: Draw conclusions (under heading)
	Provide each yr of results separately	Fit with marketing/ strategy? Significance of OP/GP R1 linkages 'Change in assumptions will affect model results' Compare to acc OP/GP Follow on work? Missing costs? Cash impact	Significance of results Each model/ yr's results Strong/ weak margin Big worry (key concerns/ risks) Query at least 1 assumption & conclude on it Proceed or not with justification i.e. more than just profit
ASU 2: Use AI & CS info	SPS 2: Operating & Strategic issues	AJ 2: evaluating operating and strategic issues	CR 2: makes recommendations
Outline contract terms and strategic & operational context	Evaluate each assumption More detail in this box Comment on scepticism Timeframe of project Impact on staff time/ costs/ cash/ existing customers/ suppliers Prior Co. experience in this field?	Industry trends if relevant to project Management time/ staffing issues Reputation Repeat business Quality issues, capacity, culture, missing/ further costs, capacity, inflation Scepticism of trust in assumption/ source + missing info? Data source recent?	Confirm accuracy of input Market research on xyz inputs to confirm validity Impact of staffing on... Confirm quality of... Due diligence on... Negotiate t&c to... Consider alternative projects e.g... <i>Write up as u go along, 7 in total</i>
ASU 3: Wider context	SPS 3: Ethical issues	AJ 3: Eval & Conc. on Ethical issues	Recommendations:
Linkages to CY performance of relevant revenue stream in R1/ cash position Identify which exhibit from AI R3 relates to and reference risks/ strat's within there Comment on any names 3rd parties e.g. key customers/ suppliers Link to business plan etc	Issue (PIPCO), impact (rep/ profit) & recommendation Why is it unethical Impact on cash/ costs Relate to op/ strat issues	Include recommendations Consider significance of issue Impact on F.S., quality, cashflow, reputation Scepticism & strategic impact Any mitigations? Good ethical fit with current business? Any missing info? Conclude	Capacity; diversification; due diligence; market research; negotiate; reputational issues; staffing

EXAM TECHNIQUE

Binder tips:

- Prepare a list/ matrix which summarises connections between exhibits
- Prepare glossary of names, abbreviations, acronyms
- Develop checklist of ethical issues & wider context points
- Keep clean copies of AI pages that contain numerical data

Report Tips:

- No headings in ES
- Bullet points only in recommendations area
- Add to ES after each requirement
- Wider context issues often come from media articles

Time tips:

Each appendix to take 15m

Each marking grid to take???

Don't spend too much time planning

Write up your recommendations as you go along your planning marking grids

Tailor all recommendations – from generic listing – to exam requirement

Folder should be divided into sections by requirement

Use '/' to give % and absolute change together, e.g. '4.7%/£107'

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