**EFFECTIVE FINANCIAL MANAGEMENT**

**Learning Outcome 1: ACTIVITY 1**

**Assess the objectives of financial management**

#### Individually, and then in pairs

Identify a business with which you are familiar. This could be a multinational company from which you have purchased goods/services, a business that owns your favourite brand or the business for which you work (or wish to work in the future).

Choose your business carefully: you be invited to use this business as a case study throughout the module.

From your research:

1. Outline the business. Identify its vision, mission and values.
2. Outline the characteristics of the industry in which it operates. Explain the market(s) in which its goods/services are traded.
3. Identify the reasons for your choice of business.
4. Obtain the most recent financial statements that have been produced by the business (if this is not possible at this point in the module, then try to obtain these financial statements for use in the next class).
5. Prepare a short presentation on your findings.