**EFFECTIVE FINANCIAL MANAGEMENT**

**Learning Outcome 5: ACTIVITY 5**

**Investment appraisal case study**

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). Ideally this should be the business you chose earlier to re-visit throughout your classroom activities.

From your research:

1. Identify the information that would be needed in order to calculate:
   1. Payback
   2. Accounting rate of return
   3. Net present value.
2. Consider your chosen organisation. From where might you obtain the information that you identified in (1)?
3. Prepare a short presentation on your findings.