

Task Description

You are required to analyse an organisation of your choice and evaluate how it operates within the current business environment.

In this individual written case study analysis, examine how the organisation:

- Responds to changes in the external environment
- Manages its key business functions
- Adapts to challenges in the contemporary marketplace

Choose **one organisation** from an industry such as:

- Retail
- Technology
- Hospitality
- Food and Beverage
- Streaming/Media
- Banking or Financial Services

The chosen organisation must have experienced a recent challenge or change (for example: digital transformation, economic pressures, sustainability issues, supply chain disruption, market expansion, or regulatory change).

Business Context

- Type of organisation (private, public, multinational, SME, etc.)
- Industry sector



- Main products or services
- Target customers
- Market position

Key Business Functions

Analyse how at least **three** of the following business functions operate within the organisation:

- Marketing
- Finance
- Operations
- Human Resource Management

Explain:

- The role of each function
- How it contributes to business performance
- How it supports organisational objectives

Business Environment

Explain how external environmental factors influence the organisation.

Consider:

- Political and legal factors
- Economic conditions
- Social trends
- Technological developments

Organisational Response and Adaptation

Evaluate:

- How the organisation has responded to recent changes or challenges
- Whether its strategy has been effective
- Current risks and opportunities

Recommendations

- Provide 2–3 realistic recommendations to improve the organisation's future performance.

Conclusion

- Key insights from the analysis
- Overall evaluation of the organisation's position
- Future outlook within its industry