***SAINSBURY’S CASE STUDY ASSIGNMENT***

To answer this assignment, you will need to examine annual reports, news and research articles, stock prices and other secondary sources. Also try to visit the story and get a feel for the business and its challenges. This is very important.

Word Limit – 3500 words. Please submit two printed copies.

Answer the following questions specifically – A report is not required, but specific answers to the questions set.

1. Evaluate the core business of Sainsburys and its key sources of Profit and Financial Value. Critically analyse its financial performance for the financial year-ended 2015.
2. Compare Sainsbury’s financial and stock market performance with similar competitors for 2015, and the retail sector more generally. Comment on the findings.
3. Explain the key financial risks faced by Sainsburys, and how it is managing them.
4. Evaluate Sainsbury’s future business strategy, and the likelihood of its success and sustainability.
5. Critically evaluate the operating culture and ethics of Sainsbury’s, drawing from your research. What are the long-term financial implications of this?