

[This page is detachable, for ease of reference]

Ofood4U – Unseen material provided on examination day

Additional (unseen) information relating to the case is given on pages 21 – 25.
Read all of the additional material before you answer the question.

ANSWER THIS QUESTION – 100 MARKS

You are the consultant appointed by Derek Smythe to prepare a report for the Ofood4U Board.

Prepare a report that reviews and prioritises the issues facing Ofood4U.

Your report should include discussion and evaluation of the company's proposed expansion strategies and provide recommendations.

You should also provide a recommendation and justification of the most appropriate financing strategy.

Note: The Assessment Matrix, which your script will be marked against, is on the next page for your reference.
