

## Case Study Practice Test

This practice test is designed to show how the information may be presented in a case study exercise. All case study exercises are different, they are created to allow candidates to demonstrate skills that are relevant for the specific roles that they are applying for. Information can be presented in a range of ways, including text, tables, graphs, maps, and pictures. Often both qualitative and quantitative data is included

This document provides a sample of the types of information that you may be required to review as part of the Grant Thornton case study.

This case study practice test includes less information than in the real case study. If you wish to complete the exercise as a timed exercise, we recommend spending around five to seven minutes reviewing the information and thinking about how you may answer the questions.

You will have 25 minutes to review the case study information and write the report in the real assessment. Please note, the real assessment will contain more information than in this practice test, therefore you may wish to adjust the time that you give yourself to complete the practice test.

We have provided some additional questions at the end of the documents to support you when reviewing your approach.

Please also be aware that we have **NOT** provided a sample answer, as case study exercises are complex and there are many ways to use the information. We are interested in the way people use the information, the conclusions they draw and the extent to which the questions asked in the task are answered.

Please note that this is a sample exercise, so no feedback will be provided.

Just to let you know, there is generally a lot of information in case study exercises – most people who complete them say they would have liked more time.

We have created a Case Study Exercise Top Tips document – you may wish to also look at this.

### Instructions

#### Background to the scenario

An organisation called Sundhed Snacks has made contact as they would like to work Grant Thornton. They are a food chain with shops across the UK. They create healthy, fresh food onsite and cater mainly for the Take Away market, though in some locations they also have space for people to sit and enjoy their meals.

They have a few issues which is why they have made contact. They would like to meet with a Partner as soon as possible to understand options for working together, and have sent through some information to help Grant Thornton prepare for the initial meeting. The information is attached along with some additional research that one of your colleagues has completed.

#### Task

You have been asked to review the information provided and answer the following questions in an email to the Partner. This will be a helpful starting point for the Partner to understand the current situation.

- What is working well for Sundhed Snacks?
- What are the key risks?
- What would you recommend they do as a priority to address the concerns they raise?

The content of the task is provided on the next page. We recommend you spend up five to seven minutes reviewing the information and thinking about what you would write in a report for the Partner.

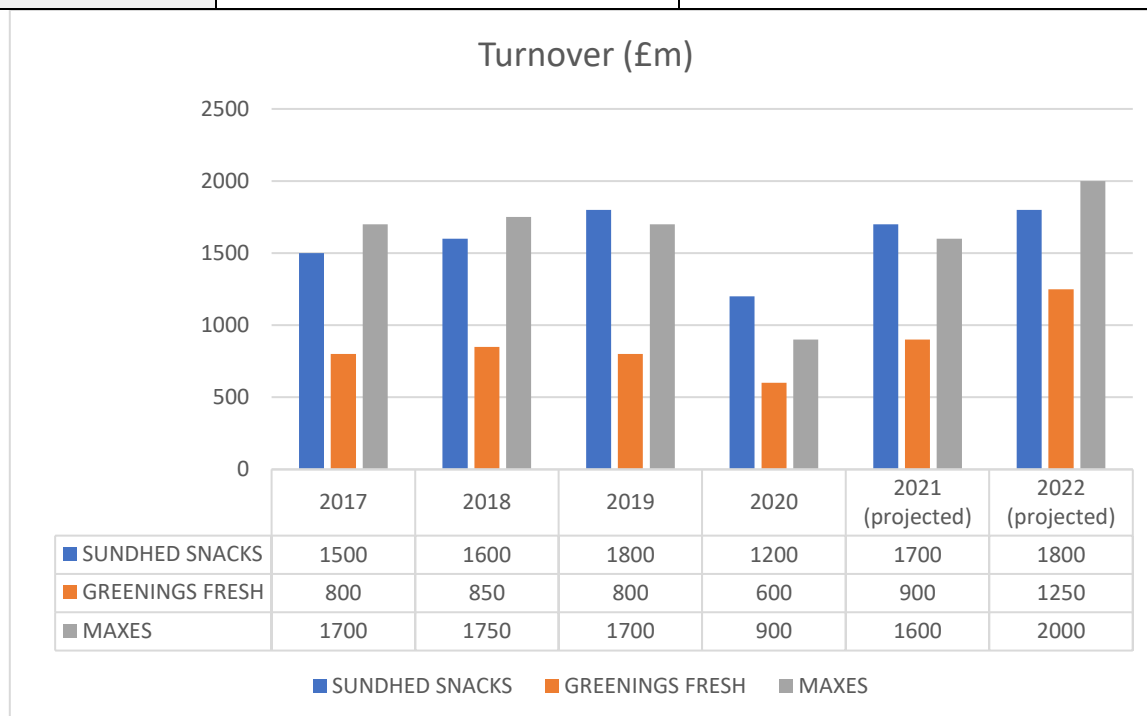
**Document 1. Email from Sundhed Snacks**

To:	You
From:	Grant Thornton Mailbox
Subject:	FW: Potential meeting
<p>Hi there,</p> <p>Here is the email received from Sundhed Snacks after a brief conversation this morning.</p> <p>I have booked a conversation between Frankie Jenson, the Partner who will be their main contact, and Liv Bauer, Finance Director at Sundhed Snacks, for later today. Frankie has asked that you review the information and send an email outlining</p> <ul style="list-style-type: none"> <li>• What is working well for Sundhed Snacks?</li> <li>• What are the key risks?</li> <li>• What would you recommend they do as a priority to address the concerns they raise?</li> </ul> <p>Many thanks, Ali Shah Client Liaison Officer</p>	

To:	Grant Thornton Mailbox
From:	Liv Bauer, Finance Director, Sundhed Snacks
Subject:	Potential meeting
<p>Hi there,</p> <p>Thank you for your time today – it was helpful to understand the next steps in becoming a client.</p> <p>As discussed I am sending some information that may be helpful for you in relation to the business.</p> <p>Also as mentioned my main concern is</p> <ul style="list-style-type: none"> <li>• How do we make sure we maintain our market share? Things are changing in the market and we need to make sure we keep up and innovate.</li> </ul> <p>Liv Bauer, Financial Director, Sundhed Snacks</p>	

## Document 2: Background Information – Sundhed Snacks and two competitors

	From the website	Target Market
<b>Sundhed Snacks</b>	<i>"It's fast food but healthy, with meals and snacks prepared on site using only the highest quality, organic produce."</i>	Anyone with an interest in healthy eating, and good quality, tasty food
<b>Greenings Fresh</b>	<i>"We focus on 'raw' foods, that's to say fresh fruit and veg, with little or no processing or cooking. We create delicious meals that support healthy decisions."</i>	Traditionally Greenings focused on young adults, though they are now looking to attract a wider audience
<b>Maxes</b>	<i>"We serve vegetarian and vegan meals. We aim to serve customers quickly and keep prices low. Your time and money are important to us."</i>	Anyone with an interest in healthy eating, and good quality, tasty food

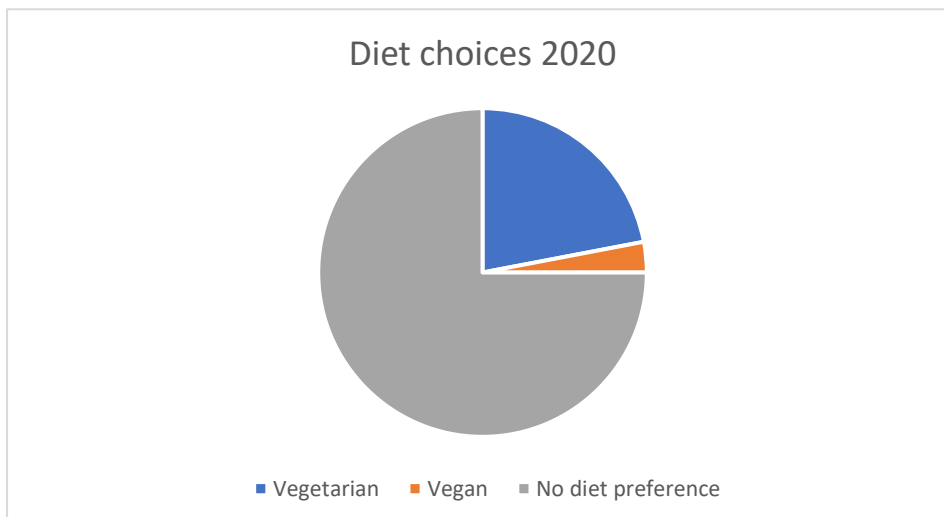


## Market Share Statistics

	Current market share	Trend – Past 6 months
Sundhed Snacks	25%	Fallen by 2%
Greenings Fresh	15%	Increased by 5%
Maxes	30%	Increased by 17%
Other outlets	30%	No information available

### Document 3: Customer information

The pie chart shows the percentage of people in the UK. The survey only asked about vegetarianism and veganism – we don't have data for other diet preferences.



### Customer comments

*"I used to love Sundhed Snacks. When they first opened it was revolutionary, fast food with a focus on health. Now I'm a little bored and the newer chains have new products which is so refreshing."*

Sam, Sundhed Snacks and Maxes customer

*"I read in the newspaper the other day that in 2020 there was a significant shift towards people having a vegan diet – something like half a million people decided to make the change. It will be interesting to see what businesses do to accommodate this."*

Adil, Maxes customer

*"I love Greenings. The shops feel modern and new, and there's always great music playing. It's a great experience and healthy too."*

Yani, Greenings Customer

**END OF PRACTICE CASE STUDY EXERCISE INFORMATION**

## Reviewing your approach

- What do you think went well with the way you approached the task?
- What do you think went less well?
- What would you do differently next time?
- To what extent do you think you considered each aspect of the task?
- How did you use the financial information?
- How did you use the competitor information?
- How did you use the customer information?
- To what extent did you consider how the information linked together?
- What recommendations did you consider?