

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 but 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. In this test, **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.

You will have 22 minutes (not including any extra time that has been granted due to disability/additional needs) 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. 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.

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 tasks are addressed.

Please note that because this is a sample exercise, no feedback will be provided. We have provided some reflection questions at the end of the documents to support you when reviewing your approach.

Just to reiterate, there is generally a lot of information in case study exercises – **most people who complete them say they would have liked more time. This is completely normal.**

Instructions

Background to the scenario

An organisation called Vital Bites has made contact as they would like to work with Grant Thornton. They are a national food chain. They create healthy, fresh food onsite and, though some locations have space for people to sit and enjoy their meals, they also offer a food delivery service.

They have a few issues which they require advice on and so 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 listed in the email on the following page (document 1). This will be a helpful starting point for the Partner to understand the current situation. Remember, we recommend you only spend about five to seven minutes reviewing the information and thinking about what you would write in a report for the Partner.

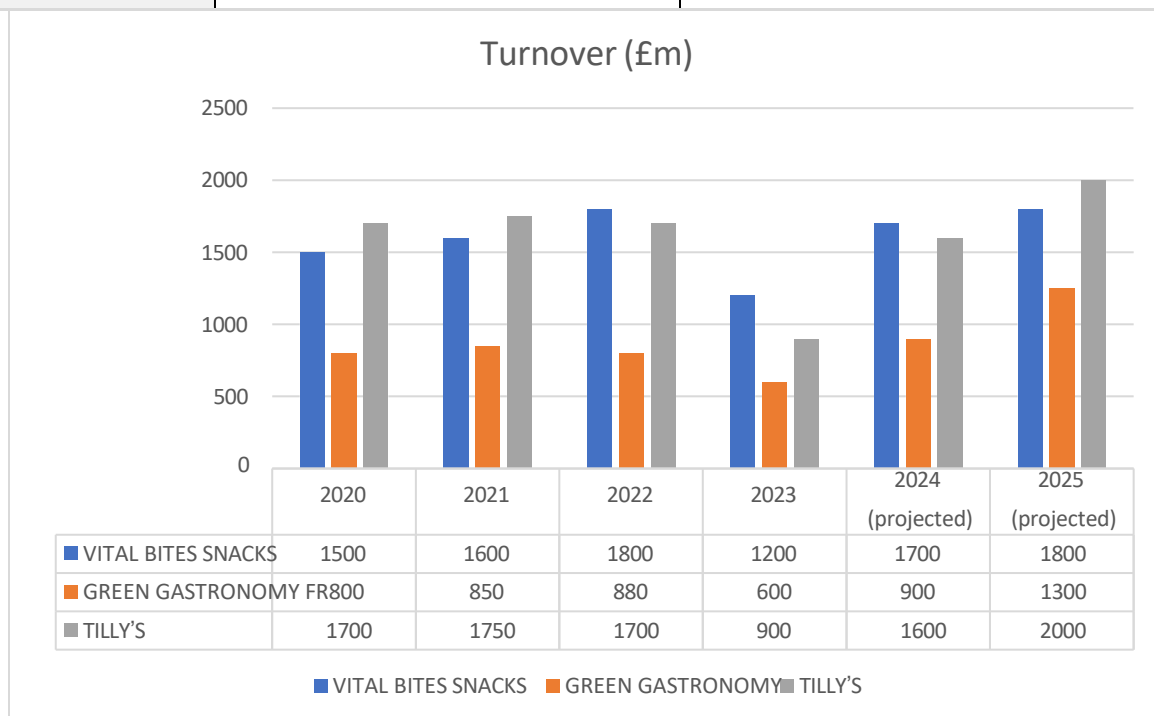
Document 1. Email communications

To:	You
From:	Grant Thornton Mailbox
Subject:	FW: Potential meeting
<p>Hi there,</p> <p>Here is the email received from Vital Bites 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 Vital Bites, for later today. Frankie has asked that you review the information and send an email outlining</p> <ul style="list-style-type: none"> • What is working well for Vital Bites? • What are the key risks? • What would you recommend they do as a priority to address the concerns they raise? <p>Many thanks, Ali Shah Client Liaison Officer</p>	

To:	Grant Thornton Mailbox
From:	Liv Bauer, Finance Director, Vital Bites
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"> • How do we make sure we maintain our market share? <p>Things are changing in the market and we need to make sure we keep up and innovate.</p> <p>Liv Bauer, Financial Director, Vital Bites</p>	

Document 2: Background Information – Vital Bites and two competitors

	From the website	Target Market
Vital Bites	<i>"It's fast food but healthy, with meals and snacks prepared on site using only the highest quality, organic produce."</i>	Customers who are interested in where their food comes from and the farm to fork philosophy
Green Gastronomy	<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 Green Gastronomy focused on young adults, though they are now looking to attract a wider audience.
Tilly's	<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.

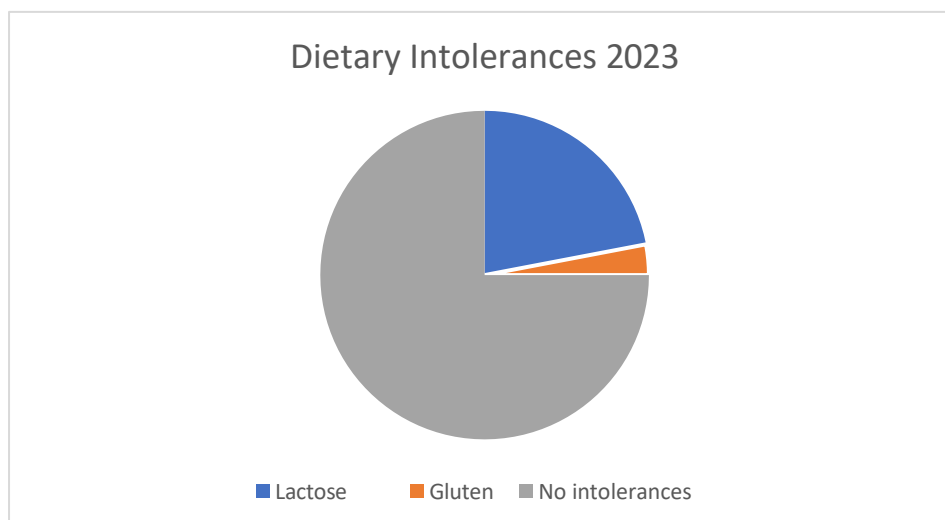
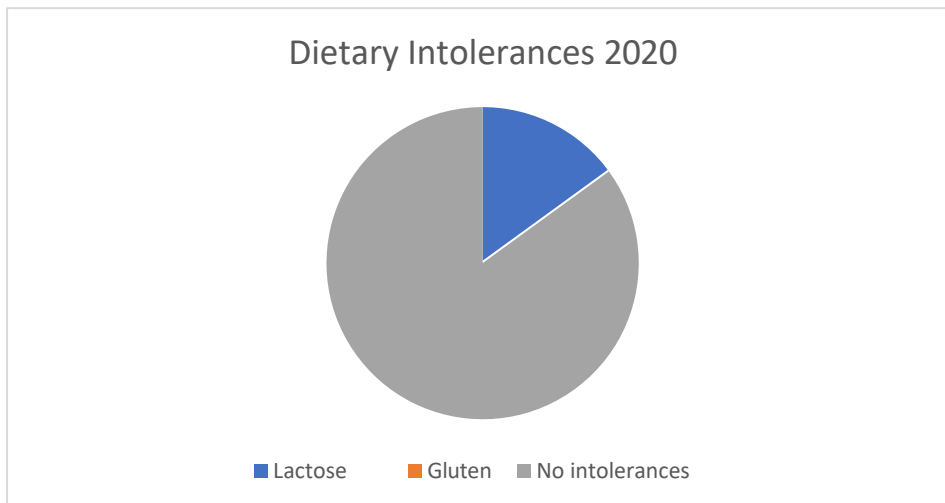


Sales Breakdown by Eat-In and Food Delivery for 2023

	Eat In Sales	Food Delivery
Vital Bites	50%	50%
Green Gastronomy	80%	20%
Tilly's	70%	30%
Other outlets	45%	55%

Document 3: Customer information re Dietary Intolerances

These pie charts show the change in dietary intolerances (based on a survey of 5000 people).



Customer comments

"I used to love Vital Bites. 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, Vital Bites and Tilly's customer

"I saw on Instagram the other day that there has been a significant shift towards people eating a plant-based diet. It will be interesting to see what businesses do to accommodate this."

Adil, Tilly's customer

"I love Green Gastronomy. The shops feel modern and fresh, and there's always great music playing. It's a cool experience and healthy too."

Yani, Green Gastronomy Customer

END OF PRACTICE CASE STUDY EXERCISE INFORMATION

Questions to help you review your approach

- To what extent did you consider each aspect of the task?
- How did you use the financial information?
- Did you feel you demonstrated clear analytical skills?
- 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?
- 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?