

Exam – Case Study 1

Financial Analysis of El.Com srl and its competitors

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Your goal

Your goal is to perform a financial analysis of El.Com srl (<https://elcomleno.com/>) and its competitors by using financial statements and other information, downloadable from many sources, such as AIDA.

The analysis should be focused on the last five available years, and carried out applying a strategic perspective. All tools learnt during the course can be used together with others that you know or can find.

In general, El.Com's competitors can be identified with the companies operating in same business, or in a more specific way with those having some common features, as the size, the served industries and the type of competitive advantage (e.g. Cost-leadership vs Differentiation). Also the analysis of the industry in its whole is requested.

How to enrol

Application. The representatives of the groups willing to enrol on the case discussion must send an email to mrzggp@unife.it (Object: CSE1 – Application), specifying the name of the group. Deadline: 28 November 2019, 1:00 PM

Report. The representative must send the (draft of the) presentation in PowerPoint format to mrzggp@unife.it. Deadline: 6 December 2019, 1:00 PM

Presentation. Presentations will be delivered on 12 and 13 December 2019. Each student of each group is expected to present. Time allowed for each group: 15 minutes for presentation and 5 minutes for Q&A.

For each presenting group, a group discussing the presentation will be indicated. The list of the groups presenting and discussing the case study will be sent to the representatives of the groups and each representative is also requested to send the draft of the presentation to the representative of the group acting as a discussant.

The order of presentations will be communicated by email once received all the reports.

Points: Up to 30 with honours

Note. This is the first of the two case studies that make up the exam for students attending classes.

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