READING ACTIVITY

Zoom in, read the text and answer the questions below.

Scenario:
You are a consultant hired to assess the feasibility of expanding a company's operations into a new market. You've conducted extensive research and are now preparing your final report.

Reading Passage:
The report meticulously outlines the current market landscape in the target region, drawing upon both primary and secondary data sources. A SWOT analysis dissects the company's strengths and weaknesses in relation to potential opportunities and threats in the new market. Financial projections, meticulously proofread for accuracy, offer a glimpse into the potential return on investment. The report concludes with a concise recommendation, supported by evidence, on whether or not to proceed with the expansion.

Answer the questions below.

1. The consultant's report primarily aims to:
a. Chronicle the company's past successes.
b. Market the company's products to a new audience.
c. Criticize the company's current business model.
d. Provide a detailed analysis to inform a strategic decision.

2. The report's scope is best described as:
a. Narrow, focusing solely on financial projections.
b. Broad, encompassing market analysis, company capabilities, and financial forecasts.
c. Limited to a SWOT analysis of the company.
d. Undefined, lacking a clear focus.

3. The use of both primary and secondary data suggests the consultant prioritized:
a. Concision over comprehensiveness.
b. Speed in completing the report.
c. Relying solely on readily available information.
d. Accuracy and thoroughness in their research.

4. The inclusion of financial projections underscores the importance of:
a. Appealing to the emotions of stakeholders.
b. Convincing the company to abandon its current market.
c. Avoiding any mention of potential risks.
d. Demonstrating the potential profitability of the expansion.

6. The consultant's final recommendation is likely based on:
a. A careful analysis of the gathered information.
b. Personal bias and opinions.
c. External pressures from the company.
d. A desire to maintain the status quo.

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LIVEWORKSHEETS