

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.

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.

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.

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.