Dear Students,

Further to our previous email and instructions, we trust that you must now be very familiar with the ICS MAY 2020 pre-seen facts and information.

Please now commence the detailed analysis of the case using the time-tested & accepted structure, viz, **External and Internal analysis**.

Preferred structure to be followed is:

**External Analysis under:**
- Macro, Market/Industry and Operating

**Internal analysis under:**
- Performance Analysis (Financial, Customer, Internal Processes and Employee dimension).
- Functional (under different functions such as Marketing, Operational, HR and Financial).
- Value Chain Analysis.
- Core Competencies Analysis.

(Wherever useful, apply accepted analytical models for analysis. For e.g. **PESTEL** when analyzing the Macro environment).

Please note that adopting a logical structure such as above will make your analysis systematic and easy to follow for subsequent phases of this ICS.

Once completed, please identify a very limited number of 'Very Key' issues under 'external Threats and Opportunities' and 'Internal Strengths and Weaknesses'.
Please conduct this stage with interest and commitment. Also, recall and factor your previous shopping experiences of these two supermarket chains. Unfortunately, we intended to request you to make focused visits, which of course are not possible now.

ALSO, ONCE YOU MAKE A GENUINE EFFORT preferably as groups of even two or three members:

Any queries or clarifications you could please email the lecturer Mr. Chamindra De Silva at chamindra.desilva248@gmail.com preferably as groups and he will try to respond to you all within a short period.

Also, please copy all such mails to the attention of CMA Education & Training Division at exeedu.training@cma-srilanka.org

Also, wherever applicable he will request you to call him at a designated time and a number for more detailed discussions.

Please make your genuine effort as the knowledge you gain in analyzing a case in a more relaxed environment will be most useful in your future professional career apart from examination success.

Hoping to hear from all of you before 17th April (2 weeks from now) and appealing to you to stay safe.

Best regards in this challenging time!