

SuperMart Inc - Requirements for postgraduate assignment:

Part (a)

Write a report to the President of SuperMart advising on the future development of the company. This should include:

- an analysis of the problems facing SuperMart (i.e., discuss the potential impact of problems on SuperMart's future development and performance rather than just list them);
- an evaluation of potential developments discussed for SuperMart in the USA, and;
- a recommendation on the possible European acquisition of either supermarket B or D.

Include any numerical calculations in an appendix to the report. You should also include an analysis of the business ecosystem in relation to SuperMart and SWOT analysis as appendices in support of your recommendations.

(Note: appendices do not form part of the word count)

Part (b)

The VP Finance has also asked you to advise him on how the provision of management accounting information could be improved within SuperMart.

Write a separate report to the VP Finance of SuperMart that:

- discusses how the adoption of a more strategic approach to providing management accounting information could aid the development of strategy at SuperMart. (You should refer to relevant academic literature that considers the use of management accounting in relation to strategy).
- recommends at least 3 different 'strategic' accounting techniques critically evaluating the contribution they could make to the strategic management process (suggested techniques to evaluate include: value chain costing, life cycle costing, target costing, time driven activity-based costing, cost of quality, benchmarking, competitor analysis, customer profitability analysis, balanced scorecard).
- recommends how the accounting team can contribute to the achievement of SuperMart's desire to be recognised as a sustainable business.

Note: Maximum word count for the assignment (i.e. for both reports together) is 4,500 words. Headers, contents pages, executive summaries, and appendices do not count towards the number of words.