The word count, at 3,500 words, means you will need to be succinct and precise in what you report to enable the board to review the priorities you recommend. In the main body of your report should include the following components: a) Title, name of company, Table of contents – Word Count b) Abstract or executive summary (brief summary of your work) c) “Industry, Challenges and Opportunities”, since it should provide a context for the presentation of the two company cases and analysis which relates to the market and industry. d) An overview of the two companies e) Strategic Financial Management Analysis (key issue is Ratio Analyses) f) Strategic Analysis and Findings g) Key Recommendations i) References (only those used in the text) The title, table of contents, the abstract, the references and the appendices are not included in the word count - An Appendix should provide a more detailed financial information 4. Assessment criteria and weightings: Your work for assignment 2 is going to be assessed on the basis of how it demonstrates your knowledge of. Justify your recommendations with fully referenced research evidence derived from the analysis and evaluation of information from your individual and action-learning set research, as well as with logical arguments using appropriate theories. a) Formulation of the literature review (35%) b) Development of strategic financial management analysis (35%) c) A clear summary of the strategic analysis with key recommendation (s) (20%) d) Written communication (10%) Bear in mind that the following will be considered under written communication while assessing your submission: • Structure and style: use of a fit for purpose structure and layout; evidence of formatting including use of suitable and relevant headings and sub -heading where necessary. • Clarity and conciseness: presentation of clear, direct and explicit answers; ability to go straight to the point and avoid unnecessary details; evidence of use of valid, appropriate and relevant material;