

# **Business, Strategy and Finance**

## **Assignment Companies**

# Assignment

## Company Choice

- ▶ The assignment is based around you choosing a company to analyse from a list of companies detailed in the assignment brief (see Assessment tab on brightspace).
- ▶ [Use this link to the Padlet](#) to let the tutor know **by 12 noon on 29<sup>th</sup> September** which company you have chosen to work on– please put your full name and student ID in the column of your chosen company.
- ▶ All assignment discussion sessions are based on looking at analytical themes through the lens of your chosen company

# Assignment Company List

Choose one of these companies for the assignment

- 🐙 Carnival Corporation PLC
- 🐙 The L'Occitane Group
- 🐙 Mitchells & Butlers PLC
- 🐙 On The Beach Group PLC
- 🐙 The Restaurant Group PLC
- 🐙 Wizz Air Holdings PLC
- 🐙 XP Factory PLC

# Carnival Corporation & PLC



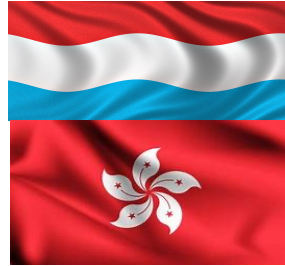
- ▶ Carnival PLC – Dual listed and incorporated in UK and USA
- ▶ Ticker ID CCL : LSE (FTSE 250) and CCL : NYSE
- ▶ Company Website <https://www.carnivalcorp.com/investor-relations>
- ▶ *“Carnival is the only company in the world to be included in both the S&P 500 index in the US and the FTSE 250 index in the UK.”*

Owner of some iconic cruise brands with apparent post-Covid holiday booking bounce? But with global inflation pressures and the rising spectre of the climate crisis and green agenda is their direction of travel well established. Was the opening of their Singapore ‘Asian’ headquarters the right way to go? As Boomers decline how will Millennials take to cruising?



# L'Occitane International SA

- ▶ French based, quoted in Hong Kong– though company is in Luxembourg
- ▶ Ticker ID 973 : HKEX
- ▶ Company Website <https://group.loccitane.com/>



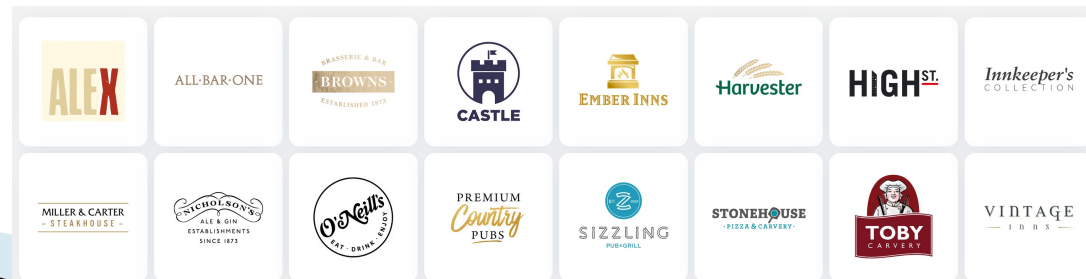
- ▶ *“Our ambition is to become the leading group in natural beauty”*
- ▶ The L'OCCITANE Group comprised of six leading natural beauty brands and a global network of more than 3,000 retail outlets in 90 countries.
- ▶ 3 strand business model – direct to consumers via web and outlets; via distribution & retail intermediaries; direct to corporates such as hotels and airlines
- ▶ Rising costs have proved challenging for the group – whilst sales rose, costs rose faster!
- ▶ How has Elemis purchase gone – many thought they significantly overpaid for the UK brand?





# Mitchell's & Butler's PLC

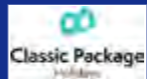
- ▶ UK based pub and restaurant group
- ▶ Ticker ID MAB : LSE (FTSE 250)
- ▶ Consumer Discretionary – Travel and Leisure
- ▶ Company Website <https://www.mbplc.com/>
- ▶ *“Host to life’s memorable moments”*
- ▶ *An industry leader since 1898, combining a rich history with modern values and brands people love.*
- ▶ Fuelled by revenue gains and sector leading margins the group moved from losses to profits suggesting they have weathered the pandemic related commercial storms
- ▶ A strong portfolio of brands but in a very competitive market place within an economic climate where 2 pubs close down each day have they got the strategies in place to keep performance high?



# On The Beach Group PLC



- ▶ UK based online retailer of short-haul beach holidays, primarily targeting customers in the UK
- ▶ Ticker ID OTB : LSE (FTSE All Share)
- ▶ Consumer Discretionary – Travel and Leisure
- ▶ Company Website <https://www.onthebeachgroupplc.com/>
- ▶ *“Our model is customer-centric, asset-light, profitable and cash generative. By using our innovative technology, low-cost base and strong customer-value proposition to provide a structural challenge to legacy tour operators, we continue to disrupt the retail of beach holidays.”*
- ▶ *“On the Beach is one of the UK's leading online retailers of beach holidays and has a 20%+ share of online sales in the short haul beach holiday market.”*
- ▶ *“On the Beach Group plc is a fast-growing, leading online retailer of beach holidays”*
- ▶ Operates via 4 divisions – On the Beach, Classic Collection Holidays, Classic Package Holidays and International (offering holidays to Scandinavian markets).



# The Restaurant Group



- ▶ UK based restaurant and pub group with some well known brands within portfolio– Wagamama, Frankie & Benny's, Chiquito
- ▶ Ticker ID RTN : LSE (FTSE All Share)
- ▶ Consumer Discretionary : Travel & Leisure
- ▶ Company website <https://www.trgplc.com/>
- ▶ *“Operates approximately 400 restaurants and pub restaurants throughout the UK. Its principal trading brands are Wagamama and Frankie & Benny's.*
- ▶ *The Group also operates Pub restaurants and a Concessions business which trades principally at UK airports”*
- ▶ Revenues rose but profits fell due to higher cost of goods sold, a recurring problem in the hospitality sector within the today's UK marketplace.
- ▶ Do they have the right mix of brands going forward?





- ▶ Swiss airline with London listing
- ▶ Ticker ID WIZZ : LSE (FTSE 250)
- ▶ Travel & Leisure : Airlines
- ▶ Company Website <https://wizzair.com/en-gb/information-and-services/investor-relations/general-information>
- ▶
- ▶ *“Switzerland-based airline company that provides low-cost air transportation services on scheduled short-haul and medium-haul point-to-point routes across Europe and into the Caucasus and the Middle East with a fleet of 121 Airbus aircraft, connecting 155 destinations across 45 countries.”*
- ▶ Revenues rose and losses fell – but the company still posted a loss!
- ▶ This is a fast growing low cost airline but airline industry history is littered with failed low cost start ups – do they have the right destinations, the right model and strategies to stay in business beyond the ‘wizz’ of early success?



# XP Factory PLC



- ▶ Aim listed bar and escape room group
- ▶ Ticker ID XPF : LSE (AIM)
- ▶ Travel & Leisure : Recreational Services
- ▶ Company website
- ▶ <https://escapehunt.com/investors/>
- ▶ *“XP Factory is the home of experiential entertainment – a place to bring people closer together through shared experiences.”*
- ▶ Used online products well to build upon escape room puzzles at time of Covid lockdown
- ▶ Strategic repositioning from escape rooms focus to ‘competitive socialising’ meant company changed name from Escape Hunt PLC to XP Factory PLC
- ▶ Is this the right move, how can they extend the concept of ‘competitive socialising’ or will they end up as yet another ‘themed’ bar chain?
- ▶ Or are they really an events group?

