

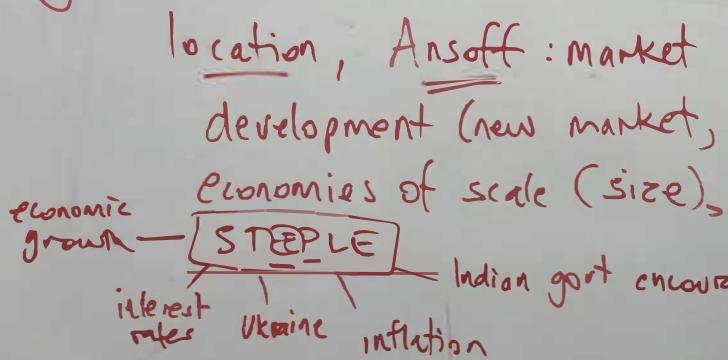
NTENTIONS:

RITERIA:

Section D

India
→

- FFA
- Theory : external / internal growth,



- Theory : Sources of finance
 - gearing / liquidity
 - internal / external sources
 - STEEPLE (interest rates)
- Application: Gearing : high (loans more risky with rising interest rates)

Application contd...

PEA : Driving forces ⇒ economic growth in India "rapidly urbanising, tourism growing high GDP growth due to government encouraging investment from MNC's and many companies moving out of China (China-Plus-One strategy).

Restraining : limited local knowledge, vehicles in India are convenient and cheap, "small local competitors in a few cities" may indicate there is no market for a nation-wide company. According to Ansoff, relatively risky. Stakeholder conflict regarding

this proposal. CSR issue : disruptor factor as raised by Monica (negative impact on host nation) → location theory.

Convenience Store

- FFA : set up response
- Theory : product life cycle (extension strategy, brand awareness (loyalty to established brand), STEEPLE (what is forcing this change: environment, legal, social, technological, ethical, economic),
⇒ stakeholders driving the change.
- BCG Theory : - eliminating a product that no longer works (dog)
→ consider debt, sale + lease back, external (business angel, venture capital, shares)
→ fearing liquidity / low shareholdings
Compared with debt. Less
→ Ansoff : product development
- Application : the convenience store has been a growth area in the past. Highly competitive market.
Locations were chosen for gas stations → Market research on this proposal is essential. (some locations may be more relevant than others)

Driving force...;

* Zeat and car rentals / i3T are dependent on these locations

BUT : does it maintain its compatibility with convenience stores

→ loss of synergy