**Executive Summary**  
  
This report provides an analysis and evaluation of the current and prospective profitability, liquidity and financial stability of Outdoor Equipment Ltd. Methods of analysis include trend, horizontal and vertical analyses as well as ratios such as Debt, Current and Quick ratios. Other calculations include rates of return on Shareholders Equity and Total Assets and earnings per share to name a few. All calculations can be found in the appendices. Results of data analysed show that all ratios are below industry averages. In particular, comparative performance is poor in the areas of profit margins, liquidity, credit control, and inventory management.  
  
The report finds the prospects of the company in its current position are not positive. The major areas of weakness require further investigation and remedial action by management. Recommendations discussed include:  
key-bullet improving the average collection period for accounts receivable·  
key-bullet improving/increasing inventory turnover·  
key-bullet reducing prepayments and perhaps increasing inventory levels  
  
The report also investigates the fact that the analysis conducted has limitations. Some of the limitations include:  
forecasting figures are not provided nature and type of company is not known nor the current economic conditions data limitations as not enough information is provided or enough detail i.e. monthly details not known results are based on past performances not present

This report provides an analysis and evaluates the current performance of Tesla’s social media content strategy in terms of engaging customers. Key areas of analysis include client background, audience and best practices. The categories used to analyse Tesla’s consumer market included demographic, psychographic, social media use and habits, current relationship with Tesla, expectations and motivational factors. All graphs obtained during research can be found in the appendices. Results of this analysis highlighted that the business only posted ad-like content in the form of updates and announcements about their products.

The report finds the prospects of the company in its current position are not entirely positive. The major areas of weakness require further investigation and remedial action by the marketing team. Recommendations discussed in this report include:

* Selecting market-relevant themes and topics for the post
* Channelling the business’ content on social media platforms with a wider reach
* Altering post frequencies to better meet business objectives

This report also offers metric that Tesla can use to measure the percentage of change in consumer engagement. Some of these metrics include:

* Conversation rate
* Click-through rate
* Impressions