

Use of business / accountancy models

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Annotated examples of Research and Analysis - topic 8

The purpose of these examples is to explain why the work presented is weak and to offer insights as to how it can be improved.

Business/accountancy models

Extract from RAP

In this report, ABC & Co's performance will be analysed using a SWOT. A SWOT analysis is a strategic planning technique that is used to identify strengths, weaknesses, opportunities and threats.

This is a copy from Wikipedia. Wikipedia can be used to gain an understanding, but a more authoritative source should be used and referenced (eg study text)

The assessment criterion (Appendix 1 Information Pack) states that for a Fail grade "Very limited, or no, explanation of the advantages of using theory / concepts / business models"

The paragraph above describes a SWOT as a strategic planning technique, it does not explain how this is helpful in answering your research question, and omits the limitations of the model.

"**Strengths** describe what an organisation excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors" (Investopedia, 2019)

"**Weaknesses** stop an organisation from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital" (Investopedia, 2019).

This work is descriptive. Although the student has used a direct quote from Investopedia and referenced this, this does not demonstrate understanding.

The assessment criterion (Appendix 1 Information Pack) states that for a Fail grade "Discussion of theory / concepts / business models is cut and pasted from other sources"

This material has been produced to support students it must not be copied and pasted into a RAP.

“**Opportunities** refer to favourable external factors that could give an organisation a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share” (Investopedia, 2019)

“**Threats** refer to factors that have the potential to harm an organisation. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labour supply and so on” (Investopedia, 2019)

You can show understanding by rewriting the main ideas in your own words. You will still need to reference the source, Investopedia, but quotation marks are not needed as this will no longer be a direct quote.

There are more authoritative sources than Investopedia, you may find a reference to a SWOT in one of your study texts.

The assessment criteria also state that a fail grade has “very limited or no discussion of the limitations of the approach adopted”.
To enhance this work the student needs to explain the limitations of this model.

Considering the limitations of the business/accountancy models, you are evaluating the model. In the case of the SWOT analysis, the Queensland Government (2020) suggest the limitations include

- doesn't prioritise issues
- doesn't provide solutions or offer alternative decisions
- can generate too many ideas but not help you choose which one is best
- can produce a lot of information, but not all of it is useful.

Tips and hints

Think about how many models you want to use in your research. You need to discuss each model, discuss the limitations of each model and use the model in your analysis.

It is better to do this well for a few models rather than include lots of models which you can only discuss superficially.