

[This page is detachable, for ease of reference]

Homejay – Unseen material provided on examination day

Additional (unseen) information relating to the case is given on pages 19 – 23.
Read all of the additional material before you answer the question.

ANSWER THIS QUESTION – 100 MARKS

You are the independent management consultant appointed by the new Chairman, Ken Kato.

Prepare, for the Chairman, a review of the issues facing Homejay. Your review should discuss and evaluate each of the four strategic options that have been identified. Your report should conclude with recommendations.

Notes: Ignore taxation.

The Assessment Matrix, which your script will be marked against, is on the next page for your reference.
