



Strategic Level: Strategy & Leadership - Case Study for 2023 Examinations

The case studies for the 2023 CPA Strategic Level: Strategy & Leadership examinations will focus on the 'Agricultural' sector in Ireland. This sector is a central part of people's daily lives, is a major employer, and is facing significant challenges. Students should be aware of the issues that may arise when developing a strategy and business plan, or in reviewing current strategy in the 'Agricultural' sector in Ireland. The case studies may deal with local, national or international considerations

To effectively prepare for question one on the 2023 CPA Strategic Level: Strategy & Leadership examinations, students should complete research and analyses of both the 'Agricultural' sector and the external macro-environment in advance of the examination. The research should enable students to focus during the exam on addressing the specifics of the case study, but in the context of the operating environment. There are many potential sources of information including college libraries and business electronic databases, quality newspapers, the websites of existing entities in the sector and relevant industry associations.

The case study presented on the exam paper will provide relevant information on a fictional scenario, including, for example an outline of historical information, current strategies; performance data; customer information; etc.

The main case study requirements may expect students to:

- Critically analyse the strategic position using appropriate analytical models;
- Assess the key issues, and evaluate the options to address such issues;
- Make recommendations to ensure the best way forward