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The examining team reviewed P3 Study Text covers all the relevant ACCA P3 syllabus topics. It explores the theories behind the key areas of Business Analysis and demonstrates how these theories are put in to practice. Detailed examples throughout the text will help build your understanding and reinforce learning.

Bachelor Thesis from the year 2011 in the subject Business economics - Accounting and Taxes, grade: 50%, Oxford Brookes University, language: English, abstract: The aim of this research is to analyze the business and financial performance of Ryanair by focusing on financial and non-financial performance such as financial management, business strategy, future prospects and ways of achieving its objectives in its competitive environment from a stakeholder point of view. In 1985, Ryanair was set up by the Ryan family with a share capital of just £1, and a staff of 25. The company launched its first route in July with daily flights from Waterford in the southeast of Ireland to London Gatwick. Since then, the company has grown considerably and

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became one of Europe's largest low-fare airlines.

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