

Mock Assessment Centre Case Study



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INTRODUCTION



Hello! I am Megan, an Associate at a London Law Firm and the Founder of It's All Hearsay.

Thank you for downloading the It's All Hearsay Mock Assessment Centre Case Study.

It's All Hearsay

It's All Hearsay was created to offer help, guidance and motivation to all aspiring lawyers, apprentices, trainees and legal professionals.

If you don't already know, I found the journey to becoming a trainee solicitor hard. I constantly felt alone and that there was no information out there. Therefore, I want to make sure no one feels the way I did.

I believe there is certainly an art to getting this journey right and while mistakes and setbacks are unavoidable, I want to be a person who will help you to never give up. I also want to provide you with hints and tricks to get you there with a few less hiccups.

About this resource

I have put this resource together for all law students and applicants because assessment centres are notoriously hard within the industry.

This resource will give you an understanding of what a standard case study might look like, what points to consider, how to structure your answer and some helpful tips on what the assessors are looking for.



CASE STUDY INSTRUCTIONS

A usual case study assessment will have the following instructions:

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You will have 30 minutes to read the information enclosed.


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You will have 15 minutes present your summaries, findings and conclusions to the assessors.


- 

You will then be asked a series of questions by the assessor.

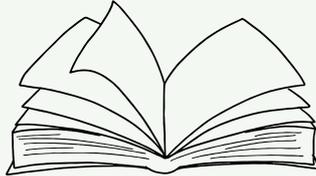

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Top tip: while reading the information, try think about the potential issues, solutions and stakeholders involved.

If you are comfortable with the instructions, please proceed to the information pack.



THE SCENARIO



Zoora Limited is a well-known UK-based company that specialises in the production of high-quality desks and office equipment. Comfy Limited is a multinational corporation with a strong presence in the UK market and specialises in sofas and furniture.

Zoora Limited recently discovered that Comfy Limited had been using their trademarked logo and brand name on their products without their permission. This resulted in confusion among customers and caused significant reputational damage to Zoora Limited due to Comfy Limited's poor customer service.

Zoora Limited wants to take legal action against Comfy Limited, alleging trademark infringement and seeking an injunction to prevent further unauthorised use of their trademark. Comfy Limited has argued that their use of the trademark was unintentional and that they had taken steps to rectify the situation as soon as they were made aware of it.

Zoora Limited wants to discuss their options with you and the implications of taking any legal action. Your task is to assess the factual issues in the case study, provide logical and coherent suggestions to your client and consider if there are any other routes that may be more appropriate.

In your assessment of the case, you must take into account the reputational damage suffered by Zoora Limited as a result of Comfy Limited's actions, as well as the financial impact that this has had on the company.

Example



KEY COMPANY INFORMATION

Zoora Limited is a well-established company in the UK that produces high-quality consumer goods. It has a strong brand reputation and a loyal customer base. The company has a modest size, with around 200 employees and a turnover of £20 million per year.

Zoora Limited is considered a medium-sized player that has a focus on quality and innovation. The company has a solid financial position, with a healthy balance sheet and steady profits. It invests heavily in research and development to maintain its competitive edge and continues to expand its product range.

The employees of Zoora Limited are highly skilled and dedicated, with many having been with the company for several years. The company has a positive workplace culture, with a strong emphasis on teamwork and professional development. It also has one of the strongest customer ratings in the industry due to its thorough approach to the customer experience.



SUPPLEMENTAL INFORMATION

To: Trainee.solicitor@abclawfirm.co.uk

From: Tracy.lipman@abclawfirm.co.uk

Date: 10 March 2023

Subject: Zoora Limited - action points

Dear Kevin,

I hope this email finds you well. I wanted to provide you with an update on the case of Zoora Limited, which we discussed in our last meeting.

In addition to the trademark issue, we have now uncovered another potential contract issue in relation to a supply agreement between Zoora Limited and Comfy Limited. It appears that Comfy Limited may have breached several key terms of the agreement, including delivery deadlines and the quality of the goods provided.

As you are aware, the supply agreement is critical to Zoora Limited's operations and any breach could have a significant impact on the company. We will need to review the agreement in detail and gather evidence of any breaches by Comfy Limited.

I would like to schedule a call with you to discuss this issue further and to determine the best course of action for our client. I have availability next week and would be happy to work around your schedule.

Please let me know if this is convenient for you, I look forward to speaking with you soon.

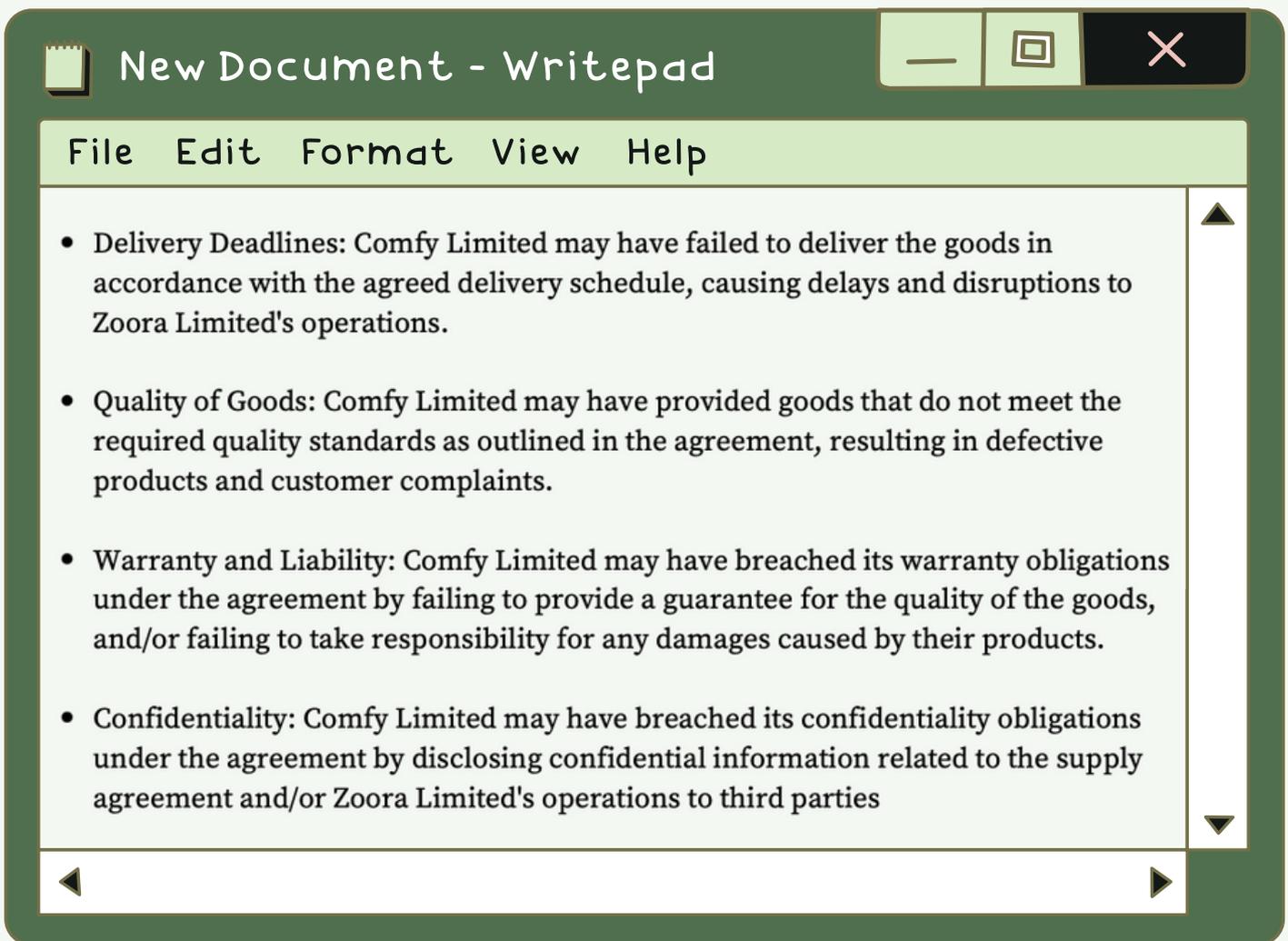
Best regards,

Tracy

Tracy Lipman
Managing Associate
ABC Law



FURTHER INFORMATION



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File Edit Format View Help

- **Delivery Deadlines:** Comfy Limited may have failed to deliver the goods in accordance with the agreed delivery schedule, causing delays and disruptions to Zooro Limited's operations.
- **Quality of Goods:** Comfy Limited may have provided goods that do not meet the required quality standards as outlined in the agreement, resulting in defective products and customer complaints.
- **Warranty and Liability:** Comfy Limited may have breached its warranty obligations under the agreement by failing to provide a guarantee for the quality of the goods, and/or failing to take responsibility for any damages caused by their products.
- **Confidentiality:** Comfy Limited may have breached its confidentiality obligations under the agreement by disclosing confidential information related to the supply agreement and/or Zooro Limited's operations to third parties



PART 2

Only progress to the next stage if you have had an idea about what you might like to say and/or when you have already given the scenario a go

The next section includes:

- the mark scheme;
- points to consider;
- example discussion points; and
- tips for doing well.



MARK SCHEME 1.1



Discussion Points: able to recognise and understand the general discussion points in the Case Study.



Initiative: raises practical solutions which satisfy multiple constraints



Initiative: searches for mutually beneficial outcomes to problems



Initiative: generates innovative and original solutions to issues



Initiative: able to steer the direction of the conversation



Initiative: improves upon the ideas generated during the discussion



Problem solving: is able to identify important information from the text provided



Problem solving: thinks strategically and takes a logical view, offering practical solutions



Problem solving: looks at problems and solutions from multiple viewpoints



Problem solving: identifies potential side effect and indirect consequences



MARK SCHEME 1.2



Problem solving: identifies the causes of problems and the inhibitors of success



Problem solving: searches for more information and asks sensible questions



Problem solving: thinks and acts objectively and does not make decisions based on subjective biases



Commercial awareness: consider how any decision made may impact the business's profitability



Commercial awareness: points out industry or market considerations, incorporating moral and ethical objections appropriately



Organisational ability sets out the structure of the answer and/or signposts the relevant points clearly



Organisational ability: identifies and states the aims of the discussion and makes effective use of any materials provided during the exercise



Communication: speaks clearly and delivers the information confidently without using overly sophisticated language



Listening skills: able to listen to the questions posed and answer specific questions put to you well



Enthusiasm: is keen and energised by the task at hand



POINTS TO CONSIDER

Think about the bigger picture by identifying short and long term issues/solutions.

What teams/departments might you instruct at the firm?

Identify the key players/ stakeholders (i.e. employees, shareholders, creditors).

If a company is in financial distress or actions have cost implications, consider mitigation.

How can the company increase cash flow? What would be the most important action.

Include wider commercial considerations (i.e. inflation rates).

What is the overall objective of the client or the main goal they are trying to achieve?

Consider how bad PR would impact the reputation of the company? Why is this a problem?

Have you used all the information available to you (including the supplemental information)?



EXAMPLE DISCUSSION POINTS 1.1

Start with a brief summary of the facts to ensure you have verbalised your understanding of the current position of your client:

“We are representing Zoora Limited who is a well-established company in the UK producing high quality consumer goods. The company is a medium sized player in their market with approximately 200 employees. The main issues being addressed are in relation to Comfy limited which I will set out next...”

Identify the issues and suggest possible solutions. Think about the short-term and long-term implications of these suggestions, as well as highlighting other considerations:

1. IP infringement issue - Zoora Limited recently discovered that Comfy Limited had been using their trademarked logo and brand name without permission. Comfy Limited claims it was unintentional and has rectified the error.

- The facts indicate Zoora Limited has strong brand reputation and a loyal customer base, therefore, we must seek to protect their IP rights.
 - Possible solutions: seek an injunction through court or settle outside of court if the error has been rectified.
 - Consider: the legal costs of bringing Comfy Limited to court and the harm this would cause to the relationship. Settling outside of court might be more beneficial because it would not bring any negative press and would be less expensive.

2. Contract issue regarding the supply agreement - Comfy Limited are in breach of several key terms of supply agreement, namely delivery deadlines and the quality of goods provided.

- Short-term - Zoora Limited should seek monetary damages and replacement of the poor quality goods.
- Long-term - if possible, Zoora Limited should source a different supplier. It might be in Zoora Limited best interests to stay keep the current supply agreement because of the existing relationship with Comfy Limited which might offer a more favourable price.

Continue onto next page



EXAMPLE DISCUSSION POINTS 1.2

Identify the issues and suggest possible solutions. Think about the short-term and long-term implications of these suggestions, as well as highlighting other considerations:

3. Contract issue regarding warranty and liability - Comfy Limited may have breached its warranty obligations under the agreement by failing to provide a guarantee for the quality of goods and failing to take responsibility for any damages caused.

- Solution: seek indemnification for the false warranty obligations provided by Comfy Limited.

4. Contract issue regarding confidentiality breach - Comfy Limited has possibly disclosed confidential information related to the supply agreement and/or Zoora Limited's operations to third parties.

- If confirmed through further investigation, Comfy Limited would be in breach of the agreement.
- Zoora Limited could seek damages for the breach. Additionally, the other breaches mentioned might also provide grounds for immediate termination which would allow Zoora Limited to find an alternative supplier.
- The third parties should be identified and notified to destroy the leaked confidential information to minimise further damage.
- Zoora Limited should seek a public apology from Comfy Limited for the breach of terms.

Other factors to mention:

- **Financials** - Zoora Limited has a solid financial position with a healthy balance sheet (need to confirm with due diligence).
 - The high cost of legal expenses would not cause financial strain.
- **Current market for sourcing suppliers** - if Zoora Limited decided to change suppliers, they would need to find replacement, preferably in the UK to meet demands. If they chose an international supplier, they would need to consider potential issues that may arise such as import duties and delays with transport.
 - Also consider the appearance of their goods and how to make the transition is seamless to ensure the reputation and quality of their brand is not negatively impacted.



COMMENTARY

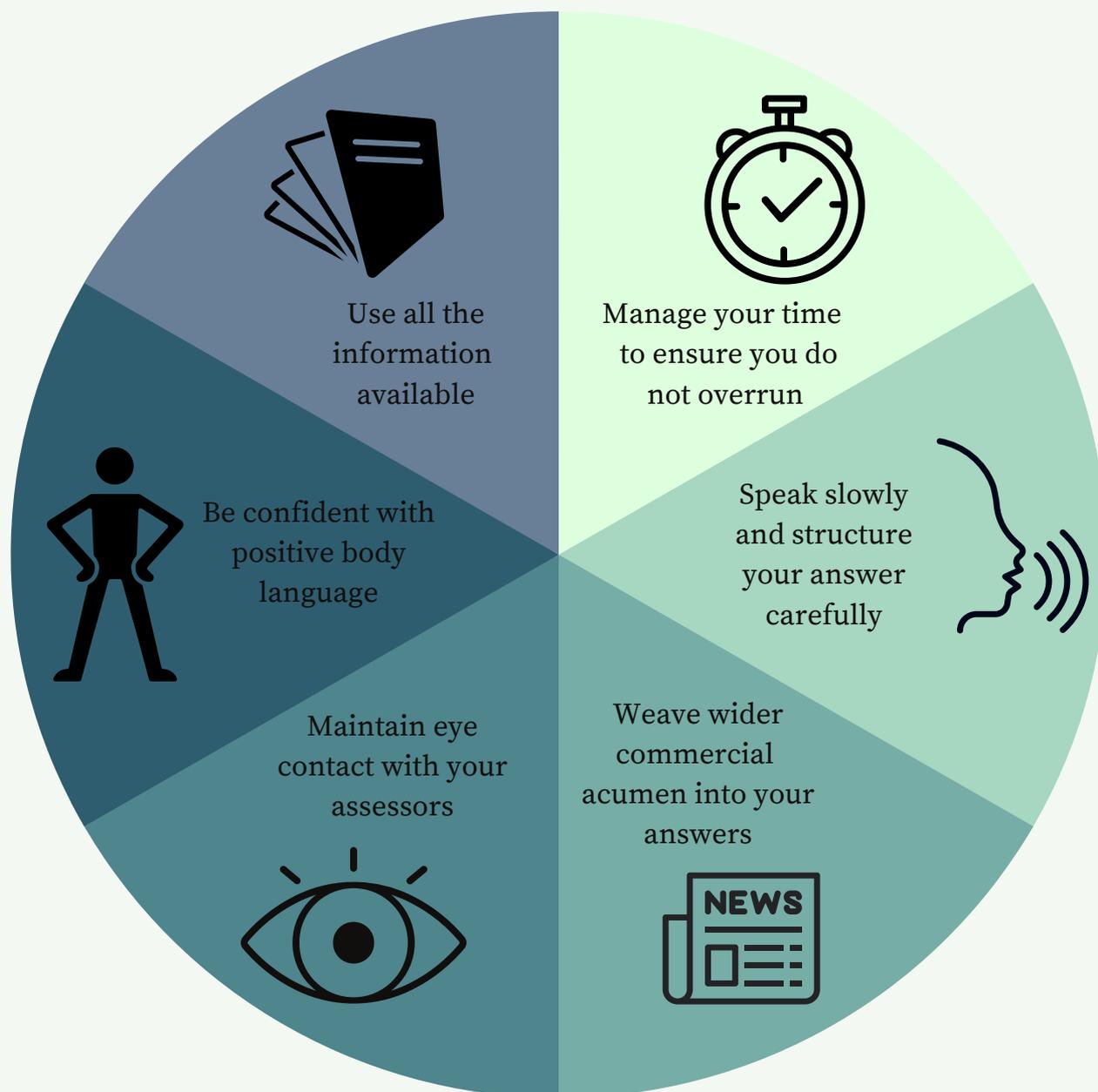
It is important to note that there are many other considerations that you could have picked up on. There is certainly no right or wrong answer to this case study. As you may have identified, what is important is to make logical and helpful suggestions. There are no limits on what you can say or what might be the appropriate answer.

It is hopefully clear that you will require no prior legal knowledge to tackle this task. It is really testing how you take on board information, digest it and can think about the bigger picture.

While detail is important, try not to get too involved with the technical challenges. We just want to see what you can do with the information provided.



TIPS FOR DOING WELL



For further tips and support head over to our Instagram account @itsallhearsay and see posts:

"Assessment Centre Series: Case Studies"

"Commercial Terms You Should Know"

"Commercial Issues You Should Know"



GET IN TOUCH

**BLOG:**

[ITSALLHEARSAYBLOG.WORDPRESS.COM](https://www.itsallhearsayblog.wordpress.com)

**EMAIL:**

ITSALLHEARSAY@OUTLOOK.COM

**LINKEDIN:**

[WWW.LINKEDIN.COM/COMPANY/ITSALLHEARSAY/](https://www.linkedin.com/company/itsallhearsay/)

**INSTAGRAM:**

[@ITSALLHEARSAY](https://www.instagram.com/itsallhearsay)

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