



# SLU CALM Resources

## Academic Writing

### The Working Plan

When you have read enough to have an understanding of the issues, you can write a working plan. This can be modified as you read, think or discuss more. With a complex essay topic, a working plan can help you to avoid getting lost in the issues. Try to identify each separate issue and then the reasons for and against each alternative approach (see Reasoning as an Accountant).

Below is one possible working plan for the Shining Skies essay.

### *Shining Skies Working Plan*

#### Introduction

#### Issue 1: is it capital or revenue expenditure?

capital expenditure – in favour

- cars are an asset and the transaction of painting the logo will provide future economic benefit controlled by the firm to the cars over more than one accounting period through brand exposure – fits the definition
- it is brand imaging because it contributes to the company's overall brand image – intangible asset

revenue expenditure - in favour

- it will not provide future economic benefit to the cars because it does not extend the life of the cars or increase their resale value
- it is advertising, it relates to the activities of the business

Recommendation and reasons

#### Issue 2: should it be recorded on the balance sheet as an asset?

in favour: fits recognition criteria:

- probable future economic benefit – yes, not definite but probable
- measurability of transaction – yes

against: materiality

Recommendation and reasons

**Conclusion**