

Outline for Case Write - Up

I. Introduction and Decision Problem (one or two paragraphs)

II. Situation Analysis (SWOT)

- A. Internal Analysis (Company)
 - 1. Strengths
 - 2. Weaknesses
- B. External Analysis
 - 1. Analysis of General Environment (Opportunities/Threats)
 - 2. Analysis of Industry Environment (Five Forces Model)
 - 3. Analysis of Competitors

III. Strategic Options (3 or 4 options to address the problem identified above)

IV. Intra-Option Analyses

- A. Option 1: Status Quo (No change in current strategy)
 - 1. Pros (qualitative and quantitative)
 - 2. Cons (qualitative and quantitative)
- B. Option 2: _____
 - 1. Pros (3 or more)
 - 2. Cons (3 or more)
- C. Option 3: _____
 - 1. Pros (3 or more)
 - 2. Cons (3 or more)

V. Inter-Option Analysis and Recommendation (Suggestion: Select 3 - 5 criteria on which to evaluate the options. Evaluate each option on these criteria using a rating of 1 – 10, with 1 = low rating and 10 = high rating). Calculate sum for each option. Select option with highest rating.

VI. Implementation Plan

VII. Plan for Assessing the Performance of the Firm after Implementation