Case Analysis
Fall 2021
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Each company analysis must include (but is not limited to) the following components:

1. Brief Introduction & Key Issues

It is your responsibility to identify the key issues that the company currently faces. Often best to do this AFTER you have done the bulk of your analysis.

2. External Analysis, including
   - Porter's 5/6 Forces, and
   - Macroenvironmental analysis

3. Internal Analysis, including
   - Assessment of firm's strengths and weaknesses
   - Are any of the firm's resources sources of competitive advantage? Are those advantages sustainable? What are the firm's core capabilities?
   - What do the firm's financial statements say about its health? Trends? Comparison to competitors?

4. Analysis of business-level positioning strategy used by the firm, including
   - What the overall positioning of the firm is in this particular market;
   - How the positioning strategy is (or is not) supported by its functional strategies; and
   - How the positioning strategy influences (or responds to) the competitive and/or cooperative dynamics of the industry. Be sure to include any appropriate quantitative analysis of the advantage this position yields (or fails to yield) over the firm's competitors.

5. Analysis of the corporate-level strategy of the firm
   - Identify the businesses the company is in (or is considering entering), how they are related (or unrelated), and whether and how they *create additional value in their combination.* Be specific and detailed. If it is unclear that value is created, try to assess why the firm might have chosen to enter those businesses.
   - Identify and analyze the methods of entry the firm has used to enter those businesses. Were the methods of entry used (or proposed) the best choice given the firm's objectives, environment, strengths, weaknesses, and strategy? Be sure to include any appropriate financial analysis to support your assessment.

6. Recommendations

   Recommendations should respond to the key issues that the company currently faces, and must be ***specific*** and ***actionable***. They must not be obvious "so what" platitudes, and they must be ***consistent with the analysis***. You should evaluate the impact of each recommendation on the firm's environment, strengths, weaknesses, and strategy. Do not forget to consider the firm's financial standing when making recommendations.

The company analysis should be typed **single-spaced**, **12 point Times New Roman Font**, with **1 inch margins** all around. The analysis should be no more than **10 pages**, excluding references, and exhibits. All exhibits should be referred to in the text of the analysis. Please pay careful attention to the clarity and quality of your writing. Difficult-to-comprehend passages and grammatical errors are

a strong signal that you have not carefully prepared the company analysis. You will be expected to gather information regarding the company from a variety of sources (SEC filings, newspapers, magazines, Wall Street research reports, etc. Any information used in your analysis must be properly referenced. Failure to properly reference any external source constitutes plagiarism. To avoid any confusion over the originality of your work, you should work alone, and should not utilize any analysis found on the web or any other source (for instance, please do not replicate the analysis performed by a research analyst at one of the large investment banks; you may, however, draw on data from those research reports).