

* Performing a Case Analysis

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Theoretical

- A person reviews the case and provides their opinion as to whether something worked or did not work.
- This provides good conversation, but does not really help the company.

Practical

- A person reviews the case and provides concrete recommendations on how to solve the problems.
- This can actually help the company fix whatever is broken.

* Cases can be prepared in two ways:

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Do Not Confuse the Symptom With The Problem

1. The SYMPTOM is normally the thing that people recognize and to which they can easily relate.
2. The PROBLEM is the thing that causes the symptoms to appear.
3. A way to determine the problem is by asking “why” is the symptom occurring.

Example: Our company does not have the resources to enter both the consumer and the business markets. (This is a symptom, not the problem.) Instead, ask yourself “why?”

Problem could be that we do not have the financial resources, the human resources, the production resources, etc.

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Preparing a Practical Case Analysis

1. State the problems or problems that exist within the company. (Approx. 5% - 10% of analysis)
2. Provide an analysis of each of the problems that you previously stated. (Approx. 5% - 10% of analysis)
3. State the potential solutions for each problem and the advantages and disadvantages of implementing each solution. *Do not just repeat the solutions shown in the case - provide new ones.* (Approx. 55% - 60% of analysis)
4. Clearly indicate which of the solutions you believe the company should use and explain why you chose the solutions you selected. (Approx. 25% - 30% of analysis)

DO NOT WRITE AN INTRODUCTION AT THE BEGINNING

DO NOT WRITE A CONCLUSION AT THE END

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