ASSIGNMENT 6

School of Business

Case Study Analysis Guidelines and Format and Rubric

1. **Examine and describe the business environment relevant to the case study. (10%)**
   Describe the nature of the organization under consideration and its competitors. Provide general information about the market and customer base. Indicate any significant changes in the business environment or any new endeavors upon which the business is embarking.

2. **Describe the structure and size of the main business under consideration. (10%)**
   Analyze its management structure, employee base, and financial history. Describe annual revenues and profit. Provide figures on employment. Include details about private ownership, public ownership, and investment holdings. Provide a brief overview of the business's leaders and command chain.

3. **Identify the key issue or problem in the case study. (10%)**
   In all likelihood, there will be several different factors at play. Decide which the main concern of the case study is by examining what most of the data talks about, the main problems facing the business, and the conclusions at the end of the study. Examples might include expansion into a new market, response to a competitor's marketing campaign, or a changing customer base.

4. **Describe how the business responds to these issues or problems. (10%)**
   Draw on the information you gathered and trace a chronological progression of steps taken (or not taken). Cite data included in the case study, such as increased marketing spending, purchasing of new property, changed revenue streams, etc.

5. **Identify the successful aspects of this response as well as its failures. (10%)**
   Indicate whether or not each aspect of the response met its goal and whether the response overall was well-crafted. Use numerical benchmarks, like a desired customer share, to show whether goals were met; analyze broader issues, like employee management policies, to talk about the response as a whole.

6. **Point to successes, failures, unforeseen results, and inadequate measures. (10%)**
   Suggest alternative or improved measures that could have been taken by the business, using specific examples and backing up your suggestions with data and calculations.

7. **Describe what changes you would make in the business to arrive at the measures you proposed, including changes to organization, strategy, and management (20%).**

8. **Conclude your analysis by reviewing your findings and emphasizing what you would do differently in the case (20%).**
   Showcase both your understanding of the case study and your business strategy.