

Case Analysis Study Approach (CASA)

(Read the case a couple of times)

Describe the Following for this Case Study-

0.9
101, 102, 103

1. Industry & Market:
 2. External Environment:
 3. Internal Environment:
 4. Financial Analyses:
 5. Economic Condition for Industry:
 6. Key Trending Factors:
 7. SWOT Analysis:
 8. Key issues of the case:
 9. Critical issue of the case that needs attention first:
 10. Assumptions in the recognition of this critical issue:
 11. 2 to 3 alternatives to address this critical issue:
 12. Choose 1 of the alternatives to implement:
 13. Describe the overarching strategy you propose and within which this alternative fits:
 14. Explain your plan to implement this alternative:
 15. Identify the critical organizational functions of the organization needed for implementation:
 16. Identify the processes needed from each of these critical functions for implementation:
 17. Describe the Balance Scorecard metrics to measure the success of this implementation:
 18. Describe any ethical concerns with this critical issue and plan implementation:
 19. Describe any environmental concerns with this critical issue and plan implementation:
 20. Describe any social concerns with this critical issue and plan implementation:
- ✓ Write a brief summary of your recommendation and the value you propose this organization may gain from this implementation. (one paragraph – approximately 100 words)