

## BUL4333 Case Study

### Bombs Away!

“Since you handle the pallet purchase so brilliantly (cough, cough), I am assigning you to a new developmental project for television guided bomb” your boss says. “The procurement package is right here. You have \$15 mil certified and a statement of work. Since this type of bomb has been successful in the war, we are looking at advancing the state of the art. We are not willing to live with small steps here--we want revolutionary, not evolutionary improvement!”

1. How do you proceed?
2. You have received 4 proposals from your RFP. What do you do now?

After initial review you see:

| Proposal | Cost   | Non-cost | Past Performance | Price    |
|----------|--------|----------|------------------|----------|
| A        | Green  | Green    | Green            | \$15 mil |
| B        | Green  | Blue     | Green            | \$20 mil |
| C        | Yellow | Blue     | Green            | \$10 mil |
| D        | Green  | Green    | Green            | \$20 mil |

3. How do you proceed? (hint: think competitive range)
4. What issues do you need to keep in mind?
5. What are your next steps?

# Case Study Instructions and Rubric

The purpose of contracting is to get "the stuff" to the people who need the stuff. If at the end of your written response you haven't gotten the stuff to the people who need the stuff, you have failed. **TRY AGAIN!**

You may make any and all reasonable assumptions in your addressing of a case study, but you may not assume away the problem. For example, in case study 1 you may not assume that Dr. Vickery changed his mind and doesn't want shelves.

## Process:

1. Read the entire case study.
2. Consider the information from the reading and the lectures to date that are relevant to this specific situation and how it applies to solving the problem at hand.
3. Draft your list for section 1.
  - a. combine related subjects together
  - b. remove unimportant subjects
  - c. repeat a and b above until you are satisfied with your list
4. Follow our outline as follows:

## I. Subject

This should be 2-3 sentences that describe what the case study is about. They should identify the subject in contracting terminology. For example, Case study 1's subject is not about building shelves. It is about agency and authority (among other things).

These 2-3 sentences should be followed by a (lengthy) bullet list of the contracting subjects that you think will guide your decision making. This list is sometimes as long as 30-40 items, sometimes not so long.

## II. Issues

***This should be the longest section of your case study response.*** In this section you solve the problem presented by the case study. Explain, in the context of our situation, the list that you presented in section I. How do the concepts on the list guide your decision making in ***THIS*** situation. MAKE DECISIONS and solve the problem. At the end of this section your answer to this situation should be apparent.

## III. Detailed Answers to the Questions

By detailed I mean explain your reasoning and the importance to the situation at hand. These questions will lead you to areas of thought that you may not have addressed in section 2. If you did address them in section 2, you may refer me to that, but make sure that the details are truly addressed. These answers should be longer than a couple of sentences. **DETAILED!**

## IV. Summary

This section should be an integration of everything that we have learned to date. This section grows as the semester goes on. ***IT IS NOT JUST ADDING SOME INFORMATION TO LAST WEEKS SUMMARY!*** The information integrates together into a single holistic system for contracting. The new information from this week doesn't just get added on to the end. By the end of the semester the length of this section should rival that of section 2.