

Case Title :

Group Members:

Not Discussed	N/D
Low quality	1
Average quality	2
High quality	3

Grade

0%

Strategic profile & case analysis purpose

Strategic profile		N/D	1	2	3
Section points (max 5)	Purpose of the case				
	Mission				
	Objectives				
	Past performance				
Comments					

Situational analysis

Current situation		N/D	1	2	3
Section points (max 15)	Description of current situation				
	General environmental				
	Technological				
	Demographics				
	Economic				
	Political legal				
	Sociocultural				
Task environment	Global trends				
	Employees/labor market				
	Competition				
	Suppliers				
	Shareholders				
Internal analysis	Customers				
	Creditors				
	Strategies & Policies				
	Structure				
	Culture				
Management					
Comments					

Corporate Governance

Corporate governance		N/D	1	2	3
Section points (max 5)	Board of directors				
	Top Management Team				
Comments					

Industry and competitive analysis typologies

SWOT		N/D	1	2	3
Section points (max 20)	Strengths				
	Weaknesses				
	Opportunities				
	Threats				

Porter's five forces	Bargaining power of customers				
	Threat of new entrants				
	Threats of substitute products				
	Bargaining power of suppliers				
	Competitive rivalry				
	Other typologies				
Comments					

Financial Analysis						
Section points (max 10)	Financial ratios	Liquidity ratios	N/D	1	2	3
		Profitability ratios				
		Activity ratios				
		Leverage ratios				
		Other ratios				
Comments						

Strategy formation						
Section points (max 35)	Success criteria for each strategic alternative	Success criteria	N/D	1	2	3
		Strategic alternatives (3)				
		Evaluation of strategic alternatives				
		Alternative selection identified				
		Reasons why strategy was selected				
		Innovation & uniqueness of strategies				
		Strategies based on sound assumptions				
		Practicality (realistic strategic options)				
Comments						

Control						
Section points (max 5)	Control evaluation system	Control evaluation system	N/D	1	2	3
		Corrective action(s) when faced with problems				
Comments						

Other						
Section points (max 5)	Other	Grammar	N/D	1	2	3
		Completeness of proposal				
		Logical presentation of paper				
Comments						

