

Section 2
in your book

Individual Case Written Report

Per the syllabus, this project will constitute 45% of your grade.

Individual Written Cases: Written cases are assigned and an approximately 15 page double spaced write-up is required. Each of these cases must be submitted on the dates indicated, none will be accepted later. Students are required to seek additional information relative to the company involved, its industry and its environment prior to and at the time given in the case. Student will be submitting written case to Turn-It-In.com when submitting to drop box.

The case should be put into a format to include sections dealing with the problem, the major marketing issues involved, the recommendation/decisions and the analysis.

Individual Case Written Report Format

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Table of Contents (is required with the sections below and page numbers listed)

1. General Information/ Key History on the Company 1/2 pages
2. a. Environmental Analysis-(The process of assessing and interpreting the information gathered through environmental scanning.) see section 2 of text 2 pages
- b. Porter Analysis (see section 2 of text) 2 pages
- Marketing Strategy (Target Market)
3. Description of Product or Service Strategy
4. Pricing Strategy
5. Advertising and Promotion Strategy 4 pages in marketing section
6. Distribution and Logistics
7. Critique Ad/Website/ Social Media for Product or Service
8. Analysis of Major Competitors (S.W.O.T.) 2 pages
9. Company S.W.O.T. 2 pages
10. Company Financial Analysis (Financial Ratio Analysis and Discussion is Required) see section 3 of text 1 pages
11. Future Trends which may affect product or service 1/2 page
12. Recommendations for the Future 1 1/2 pages
13. Conclusions one paragraph
14. References & Appendices (All items included in appendices must be referenced in the body of the paper.) (a minimum of 12 to 15 references are needed)

15 minute Oral Presentation for your case must be presented using PowerPoint and the use of handouts is recommended.