Case Analysis

BUS 441

Rationale

- Assessing situations
- Sorting out and organizing information
- Asking the right questions
- Defining opportunities and problems
- Identifying and evaluating alternatives
- Interpreting data

Framework

Written Analysis

Oral Presentation

Rationale

- Evaluating past strategies
- Developing and defending new strategies
- Interacting with other managers
Rationale
- Making decisions under uncertainty
- Critically evaluating the work of others
- Responding to criticism

Framework
- Analyze and record the current situation:
  - The environment
  - The industry (see Porter’s model)
  - The firm
  - The marketing strategy

Framework
- Analyze and record problems and their core elements
- Alternative courses of action
- Select and defend choice

The Written Report
- Title page
- Executive summary
- Situation analysis
- Problem
- Alternatives
- Choice and defense
- Implementation issues (optional)
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
- SW -- internal
- OT -- external

Supply Chain Map

- Supply chain management viewpoint
- Visual map of the supply chain
- If channel strategy is important this is a great idea.

The Oral Presentation

- PowerPoint™ support
- Introduction
- Body
- Summary/Conclusion
- Other AV aids
- This is marketing -- Creativity counts!

Summary

- Rationale
- Framework
- Written Analysis
- Oral Presentation