

Case Study Analysis (Generic Template)

Business schools rely heavily on case studies. These are text descriptions of an organizational situation, the involved stakeholders, and questions that provide guidance for the student. Generally, case analysis has a logic sequence that requires one to answer the following questions:

1. *What is the organizational history and growth of the case company?* The student needs to flesh out as much as possible the evolution of the firm in order to ground the overall analysis.
2. *What are the organizational strengths and weaknesses?* Using the information provided in the text, describe how well the company can confront the problems articulated in the case as provided by the author. A useful tool is the SWOT technique (**S**trengths, **W**eaknesses, **O**pportunities, **T**hreats).
3. *What external competitive environment does the organization exist in?* The case usually represents a type of firm that one can research even if the case company is fictitious. Use the case as a device to learn more about the industry it represents. Dig deeper into that industry to ground your analysis on real world situations. In essence, does the problem represented in the text case reflect the actual environment that a company in this industry would operate in?
4. *How well is the case company able to meet the external environment it finds itself in?* You are to compare your findings from questions two and three in order to determine the firm's ability to solve the problems articulated in the text.
5. *What is the range of strategies management seems to be applying in order to meet the challenges articulated in the case description?* Here you can question the wisdom management seems to be exhibiting as they seek to find problem solutions.
6. *How well is management addressing solution implementation?* Here you need to evaluate the change strategies, adjustments in responsibility, employee motivation, cultural conflicts, and other organizational issues that impede or accelerate the ability of the firm to solve its dilemma.
7. *What recommendations would you make to enhance organizational effectiveness?* Every recommendation should be linked to the problems and solutions you outlined in the body of your analysis.