

# Case Study Document Structure

*(Detail and Length Determined by Topic)*

## Document Template

- I. Title Page
- II. Introductory Material
  - Executive Summary
  - Statement of Purpose
  - Study Methodology
- III. Analysis
  - Internal Analysis
    - Background information about organization
    - Mission/Vision statement
    - Organizational objectives
    - Organization structure
    - Culture
    - Financial
    - Marketing
      - Product
      - Price
      - Place
      - Promotion (including social media)
    - Operations
    - Other functional areas
    - Other important internal factors
  - External Analysis
    - Customers and markets
    - General industry outlook
    - Competitors
    - Legal and regulatory issues
    - Macro trends
    - Other important external factors
  - Technology Analysis
  - SWOT Analysis
  - Other Analyses
- IV. Thesis/Problem Statement/Root Problem/Opportunity Identified, Defined, and Explained
- V. Solution(s)
  - Strategic Evaluation of Solutions
- VI. Recommendation
  - Best Solution and Why
  - Contingency Plan as Backup
- VII. Summary
- VIII. Back Matter
  - Appendices
  - References
  - Other Supporting Data