**Introduction (approximately 200words)**

* Provide a summarised statement of the problem from the case study
* Provide the aims and objectives of your research/report
* Provide the structure of the rest of the report

**Description of the Situation (Situation analysis) Approx. 300words.**

* Provide an overview of the company with the description of the situation/problems that the company is facing based on your interpretation of the case study.

**Problem Statement, Plan of analysis (Approx. 1000words)**

* Provide a summarised statement of the problem (similar to the statement of the problem that you provided in the introduction) but with emphasis on major issues.
* Based on the issues identified in the case, list and describe relevant functional areas, the issues relating to each functions and specific concepts/models/theories/resources/ techniques that will help you to analyse the issues.

For Table below can serve as example:

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Functional Area of Study** | **The Problem/Issue** | **The Theory to Use** |
| 1 | Strategic management | What are the strategic issues you identified? | What are the relevant strategic theory/concept/model you will use to analyse the issue? |
| 2 | Finance | What are the financial related issues you identified? | What are the relevant financial theory/concept/model you will use to analyse the issue? |
| 3 | Etc. |  |  |

* Conduct a literature review of the concepts, theories, models, resource and techniques you proposed in your plan of analysis. (Your review should explain, analyse and evaluate the concepts, theories, models, resource and techniques). Citations are required.

**Analysis & Findings (Approx. 800words)**

* An assess/analyse the problems/issues/current positions facing the company using relevant concepts, theories, models, resource and techniques that you had reviewed in your literature review.

**Proposed Solution to Problem (Approx. 600words)**

* Based on the problems and issues you identified and analysed, generate ideas or alternative solutions to the problems and issues.
* Choose or suggest a “best fit” solution from any options you might have offered

**b. Recommendations**

* Explain the limitations of the study and provide an action plan of addressing the limitations or scope for further research