

Using the provided steps in case study analysis below, look for a CRM system in the net and apply the steps in specifying what are the existing issues on the current application and provide some solutions to it. Use short bond paper for the output. In your output, follow the template provided.

Simplified Guide: Steps in Case Study Analysis

1. Read and Understand the Case

- Read carefully to know what the case is about.
- Identify the main characters, setting, and key facts.
- Ask: 'What is happening in this case?'

2. Identify the Main Problem

- Determine the core issue or main challenge.
- Avoid mistaking symptoms for root causes.
- Ask: 'What is the main problem to solve?'

3. Analyze the Situation

- Find out why the problem exists.
- Look at internal and external factors.
- You may use simple tools like SWOT or PESTEL.
- Ask: 'Why is this problem happening?'

4. Develop Possible Solutions

- Think of several ways to solve the problem.
- Consider the pros and cons of each.
- Ask: 'What are the possible options?'

5. Recommend the Best Solution

- Choose the most effective and realistic solution.
- Support it with logical reasons and case evidence.
- Ask: 'Why is this the best option?'

6. Create an Action Plan

- Outline the steps to implement the solution.
- Identify who will do it, when, and how.
- Ask: 'How will this be done?'

7. Conclude and Reflect

- Summarize the findings, chosen solution, and results.
- State key lessons learned from the case.
- Ask: 'What can we learn from this case?'

Summary Table

Step	Focus	Key Question
1	Read & Understand	What is happening?
2	Identify Problem	What is the main issue?
3	Analyze	Why is it happening?
4	Develop Solutions	What are the options?
5	Recommend	Which is best?
6	Action Plan	How to implement?
7	Conclude	What are the lessons?

Tip: Keep your analysis simple, logical, and evidence-based. Focus on understanding the situation, finding the root cause, and proposing practical solutions.

*<your complete name/Year and Section>
<date today>*

*<title of the application>
<source>*

<write what the application is all about. Provide all the necessary information that users can understand even without viewing the system itself>

<write your solutions here based on the steps specified in numbering format>