

# Guide to Case Analysis

## Identify

- ☐ Vision – Mission
- ☐ Business Model
- ☐ Objectives: Financial/Non-Financial - Short Term/Long Term

## Evaluate

### 1. Industry

- ☐ Five Forces – Look at the industry today
- ☐ Industry/Product Life Cycle
- ☐ Driving Forces – Look at the industry's future in terms of the general business environment
  - Demographic, Socio-cultural, Political-Legal, Technological, Economic, Global
- ☐ Diversification Strategies (Related/Unrelated/Test of Attractiveness)
- ☐ Global Strategies
- ☐ Economic Traits
  - Nature of costs in the industry
  - Profit Pools
- ☐ Key Success Factors
- ☐ Implications

### 2. Competition

- ☐ Competitive Intelligence – Identify and understand rivals' strengths & weaknesses relative to industry KSF
- ☐ Strategic Group Map [ if available ]
- ☐ Implications

### 3. Company

- ☐ Identify Current Business Strategy
  - Does it make sense? Why or why not?
- ☐ Diversification Strategies (Related/Unrelated/Test of Attractiveness) [ if available/applicable ]
- ☐ Global Strategies [ if available/applicable ]
- ☐ How Well Has Current Strategy Been Executed
  - Financial Performance
- ☐ Portfolio Analysis - BCG Matrix [ if available/applicable ]
- ☐ Organizational Structure/Design/Governance [ if available ]
- ☐ Corporate Culture/Corporate Social Responsibility [ if available ]
- ☐ Implications

#### SWOT (Strengths, Weaknesses, Opportunities, Threats)

- ☐ Analysis
- ☐ Implications

#### Competitive Advantages

- ☐ Identify – Are they sustainable?
- ☐ Implications

#### Value Chain

- ☐ Analysis
- ☐ Implications

## Recommendations

- ☐ Consistent With Above Analysis