**Case Analysis Requires Active Reading and Critical Thinking**

* Case analysis is an iterative process that involves carefully distinguishing between objective facts (e.g., data, financials) and subjective opinions (e.g., managerial perspectives).
* Active reading includes continuously questioning assumptions, refining perspectives, and seeking supporting or contradictory evidence.

**Structured Approach to Case Analysis**

* A complete case analysis should include five key components:
  1. **Problem Statement** – Clearly define the core issue concisely.
  2. **Analysis** – Evaluate the facts critically, using tools like SWOT or competitive analysis.
  3. **Identification & Evaluation of Alternatives** – Compare different strategic options using clear evaluation criteria.
  4. **Recommendation & Rationale** – Choose the best alternative and justify the decision.
  5. **Plan of Action** – Detail the implementation steps and monitoring mechanisms.

**Decision-Making and Implementation Considerations**

* The analysis should account for strategic, financial, and operational feasibility.
* A strong case study approach not only identifies solutions but also anticipates potential obstacles, competitor reactions, and success metrics.
* Implementation should be realistic, with clear responsibilities, timelines, and evaluation measures to track success.