[Title of Paper]

[Student Name]

[School]

[Course/Number]

[Date]

[Instructor Name]

Abstract (if needed)[replace]

Do not indent. [According to the *Publication Manual of the American Psychological Association* (APA), “An abstract is a brief, comprehensive summary of the contents of the article; it allows readers to survey the contents of an article quickly and, like a title, it enables persons interested in the document to retrieve it from abstracting and indexing databases” (2010, p. 25). The first line of the abstract is not indented. An abstract may range from 150 to 250 words (APA, 2010). Because an abstract is not always required for student papers, adhere to your instructor’s requirements. ]

GBA 398 Students: Abstract must be written for your final paper, however it is not necessary to write an abstract for the mini case studies.

[Title of Paper Goes Here (same as main title not bolded)]

 Paper begins here, and is indented.

**Major Case Analysis Guide**

The case analysis will be organized as follows. Use headings and subheadings as indicated in APA format. Double space all text.

**Company Profile**

You must pick a single company. A publicly traded company would be best since there is typically a good amount of easily accessible information. Briefly describe the company, its mission, values, markets, products/services, marketing, financial health, operations, leadership, technology, etc. Also briefly describe its industry; for example, Saint Leo is a university within the higher education industry or space. The company profile is 2 to 2.5 pages.

**Problems or Issues Facing the Company**

Every firm faces issues and problems. Identify and describe one or two facing the company in some detail. Be sure to clearly differentiate between the two, if you have more than one. The situational analysis, strategic options, recommendations, and action plan will focus on solving the problem or resolving the issue facing the company. It’s probably best to identify one problem, as you must have a situational analysis, set of strategic options, recommendations, and action plan for each problem or issue.

**Situational Analysis**

For each problem or issue, describe its history, impact on the company using the tools learned in prior classes (e.g., financial analysis ratios, the 4 P’s of marketing, etc.). Your purpose is to get at the root cause of the issue or problem the company faces. Limit your analysis to those problems or issues you have identified; but focus on why the problem or issue exists for the company. Next, describe the impact of the problem or issue on the company, financially and operationally. Finally, draw conclusions as to causes, enabling factors, and impact of the problem or issue on the company; support your conclusions with evidence you developed during the first few stages of your situational analysis.

**Strategic Options**

To survive, let alone prosper, a company has to respond to problems and/or issues it faces. Outline specific strategic response options for the company. Produce 2-3 strategic response options for the company. Number each strategic option. Remember, stay focused on the problem or issue, you identified earlier. Look at how other firms, within the company’s industry, have responded to those same or similar problems or issues and the outcomes. Examine recommendations made by analysts (who usually write blogs) or publish in Forbes, BusinessWeek, Bloomberg’s, etc. Use these let-margin headings:

Strategic Option 1

Strategic Option 2

Strategic Option 3 (or more if you have them)

**Criteria to Evaluate Each Strategic Option**

Using information from your prior classes and your own research, craft some criteria that a strategic option must meet in order to increase its likelihood of being successful in solving the problem or resolving the issue facing the company. Identify those criteria very clearly. Use these left-margin headings for each evaluation criterion developed:

Strategic Option Evaluation Criteria 1

Strategic Option Evaluation Criteria 2

Strategic Option Evaluation Criteria 3

First state the criterion; next, explain it, including your rationale for formulating or selecting it. Cite relevant references. You will find an example at <http://www.lostlagoon.info/Planning/18.pdf> Focus on page 199 -200.

**The Evaluation of Each Strategic Option**

Now, apply the evaluation criteria to each option. Analyze how each strategic option does or does not meet the specified evaluation criteria. Your goal is to produce one or two options that if deployed, will likely enable the company to successfully overcome the problem or solve the issue. Use these left-margin headings:

Strategic Option 1

Strategic Option 2

Strategic Option 3 (or more if you have them)

Ensure that you apply each evaluation criterion to each strategic option. Ensure you explain your rationale thoroughly.

**Recommendation & Action Plan**

Identify the one or two selected strategic options and explain why these or it were selected. Don’t simply copy and paste your evaluation from the prior case analysis section. When you write your recommendation(s), you’re setting the stage for you action plan, which is the heart of this section.

To construct an action plan, identify the sequence of steps necessary to successfully implement your strategic recommendation(s). First, identify each action step in the order it is to be completed. Second, identify who is responsible for successfully, executing the action step. Third, set a time line for each action step. Assume you have 6 months to a year. Review and revise your action plan to ensure it will enable successful implementation of the strategic option(s) selected and not cause more trouble for the company than it solves. Use these left-margin headings

Recommendation

Action Plan (Use this format; add a paragraph or two to explain the table.)

|  |  |  |  |
| --- | --- | --- | --- |
| Action Step | Responsible Party | Deadline Date | Comments |
|  |  |  |  |

References