What is a business case?
A case sets forth, in a factual manner, the events and organizational circumstances surrounding a particular managerial situation. It puts readers at the scene of the action and familiarizes them with all the relevant circumstances.

What is the purpose?
The essence in case analysis is to diagnose and size up the situation described in the case, and then to recommend appropriate action steps. The exercise of identifying, diagnosing, and recommending is aimed at building skills of business judgment.

What is the format?
The term case analysis exists along a spectrum, which depends on each instructor's own meaning:

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“Here’s a situation. Now analyze it.” ← variations between spectrum ends → “Here’s a discrete problem. Now answer these questions.”
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There's no checklist, template, or structure that guarantees an “A” on your analysis. Company situations and management problems are so diverse that no one mechanical way to approach a written case assignment always works.

What do I write?
Here are some general guidelines:

- **Summary**
  Do summarize, but keep it brief. A good analysis inherently demonstrates that you read the case.

- **What’s broken?**
  There could be multiple issues or problems at hand. Cases often are not black-and-white scenarios.

- **Why’s it broken?**
  - Always qualify your evidence (like showing your work in an algebra equation).
  - Explain how quantitative numerical data, and qualitative statements illustrate “what’s broken.”
  - Do not rely on unsupported opinions, over-generalizations, and clichés as substitutes for logic.

- **How to fix it?**
  - Recommend tangible actions to help ameliorate/resolve the case scenario.
  - Put yourself in the leadership’s shoes; don’t offer a fix you would or could not implement yourself.
  - If you identify four issues/problems, make sure your action plan has four solutions that address all of those problems; do not leave something unresolved.
  - Support each recommendation with reasoning as to why it makes sense and should result in improved company performance.

What does a sample look like?
References

