Steps to Case Study Analysis

1. Investigate and Analyse the Company’s History and Growth.

A company’s past can greatly affect the present and future state of the organization. To begin your case study analysis, investigate the company’s founding, critical incidents, structure, and growth.

2. Identify Strengths and Weaknesses Within the Company.

Using the information you gathered in step one, continue your case study analysis by examining and making a list of the value creation functions of the company. For example, the company may be weak in product development, but strong in marketing.


The third step in a case study analysis involves identifying opportunities and threats within the company’s external environment. Special items to note include competition within the industry, bargaining powers, and the threat of substitute products.

4. Analyse Your Findings.

Using the information in steps two and three, you will need to create an evaluation for this portion of your case study analysis. Compare the strengths and weaknesses within the company to the external threats and opportunities. Determine if the company is in a strong competitive position and decide if it can continue at its current pace successfully.

5. Identify Corporate Level Strategy.

To identify a company’s corporate level strategy for your case study analysis, you will need to identify and evaluate the company’s mission, goals, and corporate strategy. Analyse the company’s line of business and its subsidiaries and acquisitions. You will also want to debate the pros and cons of the company strategy.


Thus far, your case study analysis has identified the company’s corporate level strategy. To perform a complete analysis, you will need to identify the company’s business level strategy. (Note: if it is a single business, the corporate strategy and the business level strategy will be the same.) For this part of the case study analysis, you should identify and analyse each company’s competitive strategy, marketing strategy, costs, and general focus.
7. Analyse Implementations.
This portion of the case study analysis requires that you identify and analyse the structure and control systems that the company is using to implement its business strategies. Evaluate organizational change, levels of hierarchy, employee rewards, conflicts, and other issues that are important to the company you are analysing.

8. Make Recommendations.
The final part of your case study analysis should include your recommendations for the company. Every recommendation you make should be based on and supported by the context of your case study analysis.

Tips:
1. Know the case backwards and forwards before you begin your case study analysis.
2. Give yourself enough time to write the case study analysis. You don't want to rush through it.
3. Be honest in your evaluations. Don't let personal issues and opinions cloud your judgment.
4. Be analytical, not descriptive.
5. Proofread your work!

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