

THE STRUCTURE OF A CASE STUDY RESPONSE

Overview

Brief background description of the facts of the case. An explanation of the local/national and/or global context for the individual or organisation. Definitions of the key terms related to the situation. The history and current situation of the business: an overview of the timeframe – before and during the development of the situation.

Identify the problem or situation

What factors are causing the situation? Clearly explain the situation causing concern or query. What alternatives are available? *A great organiser is the SWOT analysis.*

Possible action

Which alternative course of action/solution is the most viable and why? What has to happen for this course of action to be made possible?

Final recommendation

Which of the alternatives is most strongly recommended and why? Include current data and statistics that back up your argument.

Conclusion

Future possibilities. Include information from resources located outside the case study information.

Bibliography

List the books, articles, interviews and websites used to develop the case study.