Number range CHAPTER**CASE ANALYSIS FORMAT/GUIDELINES FOR LIVE CASE**

Shown below is the format that your case analysis **MUST** be in. You **should** number and label each section and each item in each section. The body of the paper should be approximately 10 - 15 pages of text double spaced with appropriate font size. Supporting information and references should be included at the end of the paper and not counted towards the page text guideline.

**TITLE OF CASE**

**A. EXECUTIVE SUMMARY (10%)**

.This section should provide an overview of the most important findings of your analysis.

**This section should be limited to one page.**

**B. HISTORICAL OVERVIEW (10%)**

Provide an overview of the company including products they produce and/or services they provided.

This section is typically 1 to 1 ½ pages.

**C. ANALYSIS OF ECONOMY AND INDUSTRY (10%)**

Discuss the relationship of economic conditions to industry sales. For example, when the economy is growing do industry sales increase or decrease? How much of a factor are economic condition to industry sales? In addition, discuss significant industry issues and indicate what portion of industry sales are captured by the company.

This section is typically 1 – 2 pages long.

**D. SWOT ANALYSIS (15%)**

Discuss significant company:

- Strengths

- Weaknesses

- Opportunities

- Threats

This section is typically 2 – 3 pages.

**E. FORECAST OF ECONOMY, INDUSTRY, AND COMPANY (20%)**

Provide a forecast of the economy and industry. Do not develop your own forecast

but use one already provided by the government/think tank/industry organizations.

Using regression analysis or some other appropriate method, forecast sales for the

company.

This section is typically less than 1 page.

**F. PRO-FORMA INCOME STATEMENT AND BALANCE SHEET (10)**

Based on your sales forecast, develop a simplified pro-forma income statement and balance sheet and briefly discuss areas of importance.

**This section is typically 1-2 pages in length.**

**G. RECOMMENDATIONS AND CONCLUSIONS (20)**

After analyzing historical and future economic, industry, and company factors, discuss the appropriate recommendations the company should take in the future.

**This section should be a minimum of two pages.**

**sUPPORT iNFORMATION (5%)**

**charts AND Graphs**

Any charts and graphs not in the body of the paper should be placed here.

**rEFERENCES**

All references should be listed in this section.

Title of the Case

A case report prepared for

MG 495 Business Policy

(The Term Goes Here)

Your Name or Team Members names

Date

**NOTE: While this page is listed last in the template, it should actually be the first page of your case analysis when you submit it.**