

# How To Write a Case Study Analysis

When writing a case study analysis, you must first have a good understanding of the case study. Before you begin the steps below, read the case carefully, taking notes all the while. It may be necessary to read the case several times to fully grasp the issues facing the company or industry.

Once you are comfortable with the information, begin the step-by-step instructions offered below to write a case study analysis.

## Here's How:

1. **Investigate and Analyze 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.
3. **Gather Information on the External Environment.** 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. **Analyze 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. Analyze 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.

# How To Write A Case Study Analysis Paper

**Robert E. Stake**



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