

## **Simple approach for case studies**

A case study is a written or recorded, detailed analysis of some targeted management issues, for the purpose of noting success or failure used as a benchmark for analysis, research, and / or planning. A case study is an in-depth exploration of one particular case (situation or subject) for the purpose of gaining understanding into the business/management issues being investigated.

Case studies do not have full information, but enough information is provided to draw a conclusion.

The objective of a case study is to enhance ability to solve business problems, using a logical framework.

The issues in a case are generally not unique to a specific person, firm, or industry, and they often deal with more than one strategy element.

Sometimes, the material presented in a case might be in conflict.

In all case studies, you must analyze what is presented and state which specific actions best resolve major issues. These actions must reflect the information in the case and the environment facing the firm.

You can use data, facts and figures known to you to augment your suggestions and recommendations.

### **Solving the case study:**

- Read the case properly and fully
- Prepare a list of major opportunities before the company
- Identify the problem (s) faced by company
- Multiple solutions might be possible, so analyze all available course of actions
- Choose the best solution
- Describe how you will implement the solution

## **Tools that may help you in solving case studies:**

Important points are:

### **a. Environment**

- Market, Business Scenario
- Competitors
- Economic Conditions
- Overall Business Environment etc .....

### **b. Internal Problems**

- People Related
- Operations Related
- Financial Involvement
- Situational, Crisis etc .....

### **c. SWOT**

- **Strength** – Sources of strength for the company, cost, skills, patents, consumer loyalty, etc.
- **Weakness** – Areas of vulnerability for the company, men, machinery, money etc.
- **Opportunity** – Growth areas, new market, subsidies, economic growth etc.
- **Threat** – Competition, environmental concerns, government policies etc.

## **Read more ...**

A case study is a collection of facts and data based on a real or hypothetical business situation. The goal of a case study is to enhance your ability to solve business problems, using a logical framework. The issues in a case are generally not unique to a specific person, firm, or industry, and they often deal with more than one retail strategy element. Sometimes, the material presented in a case may be in conflict. For example, two managers may disagree about a strategy or there may be several interpretations of the same facts.

In all case studies, you must analyze what is presented and state which specific actions best resolve major issues. These actions must reflect the information in the case and the environment facing the firm.

## **STEPS IN SOLVING A CASE STUDY**

Analysis should include these sequential steps:

1. Presentation of the facts surrounding the case.
2. Identification of the key issues.
3. Listing of alternative courses of action that could be taken.
4. Evaluation of alternative courses of action.
5. Recommendation of the best course of action.

❖ Presentation of the facts surrounding the case:

It is helpful to read a case until you are comfortable with the information in it. Re-readings often are an aid to comprehending facts, possible strategies, or questions that need clarification and were not apparent earlier. In studying a case, assume you are a consultant hired by the firm. While facts should be accepted as true, statements, judgments, and decisions made by the individuals in a case should be questioned, especially if not supported by facts-or when one individual disagrees with another.

During your reading of the case, you should underline crucial facts, interpret figures and charts, critically review the comments made by individuals, judge the rationality of past and current decisions, and prepare questions whose answers would be useful in addressing the key issue(s).

#### ❖ **Identification of the key issue(s)**

The facts stated in a case often point to the key issue(s) facing the organisation, such as new opportunities, a changing environment, a decline in competitive position, or excess inventories.

Identify the characteristics and ramifications of the issue(s) and examine them, using the material in the case and the text. Sometimes, you must venture deeply because the key issue(s) and their characteristics may not be immediately obvious.

#### ❖ **Listing Alternative Courses of Action That Could Be Taken**

Next, alternative actions pertaining to the key issue(s) in the case are listed. Consider courses of action based on their suitability to the firm and situation. Thus, the promotion strategy for a small neighborhood stationery store would not be proper for a large gift store located in a up market mall. Proposed courses of action should take into account such factors as the business category, goals, the customer market, the overall strategy, the product assortment, competition, legal restrictions, economic trends, marketplace trends, financial capabilities, personnel capabilities, and sources of supply.

### ❖ **Evaluation of Alternative Courses of Action**

Evaluate each potential option, according to case data, the key issue(s), the strategic concepts in the text, and the firm's environment. Specific criteria should be used and each option analyzed on the basis of them. The ramifications and risks associated with each alternative should be considered. Important data not included in the case should be mentioned.

### ❖ **Recommendation of the Best Course of Action**

Be sure your analysis is not just a case summary. You will be critiqued by your professor on the basis of how well you identify key issues or problems, outline and assess alternative courses of action, and reach realistic conclusions (that take the organization's size, competition, image, and so on into consideration). Be precise about which alternative is more desirable in its current context. Remember, your goal is to apply a logical reasoning process to retailing