Appendix B: Individual Assignment 2 Case Study Template

Individual Assignment #2 - Case Study

BUSI 1073 – Business Writing and Communications

Instructor: \_\_\_\_\_\_\_\_\_\_\_\_\_

Date

Student Name: \_\_\_\_\_\_\_\_\_\_\_ (Student Number)

Introduction and Problem Statement

This report examines …

[Include a statement of the main problem in the case.]

Background

[Detailed company/case background tying directly to the context of the specific case study. Summarize data from the case scenario that is pertinent to solving the stated problem.]

Analysis

[Thoroughly analyze the questions asked of you here as well as the main questions suggested within the case study.]

Alternatives and Evaluation

[This section should list some options available as solutions and discuss the pros and cons of each alternative.]

Recommendations

[This section should suggest the recommended solution and validation for this selection.]

Action Plan

[This section should provide a step-by-step actionable guide to achieve the recommended decision divided by short and long term activities.]

Conclusion

[Concisely summarize the case options, recommended decision and future predictions ofr the company.]

References

Include any references used.