

Case-Analysis Checklist (in order of importance)

Recommendations

Are they complete (objectives, strategic intent, programs, trigger/contingency for both ST and LT)?

Do they make sense (are they consistent with the chosen bundle)?

Are there enough programs? Did you remember to include “continue current programs?”

Are the triggers and contingencies reasonable (and do you have a different one for ST and LT)? Do they meet the conditions for good triggers and contingencies?

Alternatives Analysis

Have a good set of key strategic issues been identified? Have you phrased them as questions?

Have at least two bundles been created that meet the four conditions?

Are these the very best bundles that you can come up with (are you thinking ‘outside the box’)?

Have you fleshed out each bundle adequately?

Is the argument for your preferred bundle as persuasive as you can make it (did you do a criteria matrix) and does it consist of two parts?

Situation Analysis (depends on the data in the case)

Have you commented on the industry-lifecycle stage and how the industry is changing?

Have you commented about the competitors or their market shares, or which competitor needs to be watched most closely?

Have you commented about customer or market trends and needs?

Have you commented about anything critical in the environment that could affect the firm?

Did you do a financial analysis, enabling you to reach a valid conclusion that you can support with five or more *quantitative* indicators?

Have you commented on the company’s strengths and weaknesses, and whether it has a core competence?

Quality of Writing

Have you reread and checked your paper for correct grammar, spelling, typos, and abbreviations?

Is your prose clear and concise? Try writing as much as possible in the active voice...

Dr. Stan Abraham

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