

Maximum 15-18 pages

1. Executive Summary (include problem, issues, recommended alternative, risk assessment and contingency plan). Max 1 pages
2. Background (main points and not more than 1 page)
3. Business Drivers (key points that drive the business)
4. SWOT Analysis
5. PESTLE Analysis
6. Porter's Five Forces
7. Competitive Analysis
8. perceptual map,
9. key ratios analysis (very important) with analysis about each ratio
10. BCG Matrix
11. Ansoff's Strategic Opportunity Matrix
12. Core Competencies
13. Problem Statement (ensure it is accurate, concise, and very clear). 3-4 sentences maximum
14. Key Issues (Top 5 in order of importance)
15. Identification of Alternatives (List in order of priority)
16. Evaluation of Alternatives
17. Implementation (ensure you choose one that you identified-the best one)
18. Recommendations / Conclusions (summarize the main points of the case-only the most important)
19. Evaluation and Risks of Recommended Strategy (how confident are you that it will work given the risks)
20. Contingency Plan (within one or two years, if things go wrong you need a backup plan that could work. Describe briefly what that is and how it might be implemented)