**Five Steps to Case Analysis Method**

1. **Define and state the business problem specifically. (Problem Statement)**
2. **State your purpose (short term and long term goals) and measurable objective. (Purpose/Objective)**
3. **Write two or three alternative solutions to the problem, and evaluate the advantages and disadvantages of each. (Alternative Solutions)**
4. **Recommend the best one solution that will best meet your measurable objective. (Recommended Solution)**
5. **State the immediate action steps the reader can take to get the ball rolling. (Action Steps)**

You will write each Case Analysis in Memo Format utilizing the correct Section Headings.

Date:

To:

From:

Subject:

**Problem Statement**

**Purpose/Objective**

**Alternative Solutions**

**Solution #1:**

Pros:

Cons:

**Solution #2:**

Pros:

Cons:

**Recommended Solution**

**Action Steps**