**ROUGH DRAFT FEEDBACK**

Casondra I am giving you 80% of the points for the rough draft.  You have a start and have made an effort but will need to work on all of the suggestions below in the final case analysis.

I have the following suggestions:

* Hard to find needed parts.  You have some of the parts using headers but others are missing.  **Make them bold and easy to read.**
* Look at the objectives of case analysis in the text on page CA2.  This is very important for the overall analysis.
* Look at the preparation for discussion and written analysis in the text.
* You will need to include a financial component including your **analysis**.  This should includes graphs, charts, etc...  The main thing is to show your **analysis**of financial to help in your strategy.
* Need to get sources outside of text to help develop analysis.  This is especially helpful in the financial area with updated into.  Don't be afraid to use financial websites to help you with your analysis.
* Need SWOT clearly defined.  This should include several points in each category with explanation.  Bullet points or table work well.
* Identify specific strategic challenges in the analysis.  Remember these by definition are longer term in nature.
* Develop a specific strategic plan to fix the challenges.  Must also include how you would implement.
* The analysis must be in APA format.

It is extremely short and does little more than summarize some information from the text. You have lots of comments and ideas on the side which could be the beginnings of some of the missing parts.

 You should think of yourself as an outside analyst looking at all parts of the company and presenting to the CEO.

cASE STUDY GUIDELINE

**Final Case Study**

Read the Case Study, Samsung's Environmental Responsibility: Striking the Right Note for Corporate Survival (Case #31) on page C-432 of your textbook. Complete the Final Case Study Analysis of this company by using the required Case Study format on pages CA1 through CA11 of the textbook. Ensure your Case Analysis is in APA format.

Ensure you make suggested revisions given by your instructor prior to submission.

**Identification**

- early on in written report provide sharply focused diagnosis of strategic issues and key problems and demonstrate a good knowledge of company's present situation.

-Identify firms strategy (use concepts and tools in chapters 1-8 as diagnostic aids), pinpoint whatever strategy implementation issues that may exist (chapters 10-12)

-Use key points at the end of each chapter

-It's a good option to Begin report with an overview of company's situation, its strategy and the significant problems and issues that confront management

* State the problems and issues as clearly and precisely as possible
* Try to avoid recounting facts and history about company (unless as a point for emphasis)

**Analysis and Evaluation**

* Hardest part of report
* See firm's financial ratio's, profit margins and rates of return and its capital structure
* Decide how strong the firm is financially
* Use the formulas from table 1 to compile data
* Look at marketing production, managerial competence, and other factors underlying the organizations strategic successes and failures
* Does the firm have valuable resource strength and competencies and if so, is it capitalizing on them
* Is the firm strategy producing satisfactory results? Why or why not
* Probe nature and strength of competitive forces confronting company
* Decide whether and why the firms competitive position is getting stronger or weaker-use appropriate evaluative tools

Keep this is mind

1. Must offer analysis and evidence to back up conclusion. Do not use unsupported opinions, over-generalizations, and platitudes as a substitute for tight, logical argument backed up with facts and figures
2. If you analysis involves some important quantitative calculations, use tables and charts to present the calculations clearly and efficiently. Don't tack exhibits onto end of report. In the body of the report cite some of the key numbers, highlight the conclusions to be drawn from the exhibits, and refer readers to charts for more details
3. Demonstrate that you have command of the strategic concepts and analytical tools to which we have been covering .
4. The interpretation of the evidence should be reasonable and objective. Don't just prepare a one-sided argument. Do not exaggerate or over dramatize. Present a balanced analysis. Avoid emotional rhetoric. Do not use "I think, I fell, I believe". If you must, use My analysis shows.

**Recommendations**

* This is the final section of the written case analysis
* Should consist of a set of definite recommendations and a plan of action
* The set of recommendations should address all of the problems/issued identified an analyzed in the paper
* Should offer a reasonable prospect of success
* High-risk, bet-the-company recommendations should be made with caution
* State how your recommendations wil solve the problems you identified
* Be sure the company is financially able to carry out what your recommend
* Check to see if recommendation is workable in terms of acceptance by the persons involved, the organizations competence to implement them and prevailing market and environmental constraints
* Do not hedge or weasel on the actions you believe should be taken
* State recommendation in sufficient detail to be meaningful - get down to nitty gritty specifics
* Avoid unhelpful statements such as "the organization should do more planning" or "the company should be more aggressive in marketing its product"
* Example: if a recommendation is to improve its market position then the plan to set this forth needs to be provided. Offer a definite agenda for action, stipulation a timetable and a sequence for initiation actions, indication priorities and suggesting who should be responsible for doing what
* Avoid recommending anything you would not yourself be willing to do if you were in management's shoes