

Guide for Individual Case Memo

The Memo is a synopsis of the central issues in the case, your analysis of the presenting problem, and recommendations. The memo should not exceed five, typewritten, double-spaced pages. It should include the following:

- 1) Identification and analysis of presenting problem
- 2) Analysis of competitive position of the firm
- 3) Identification of core managerial challenges
- 4) Analysis of financial position
- 5) Your recommendations for next steps.

Be prepared to participate, if not lead, class discussion the day your case is scheduled. Case memos are to be handed in *the day the case is scheduled*.