

CASE PRESENTATION OUTLINE

Case Title:

Presenter Names:

Due Date:

Course Name:

Instructor Name:

1. Executive summary

- Background
- Key facts
- Salient issues

2. Assumptions

- Fill in the important omissions in the case
- Defend their reasonableness

3. Questions

- List the big questions
- Sub-list the drill-down questions

4. Decisions to be made

- Frame the major decisions
- Design the reports to inform these decisions
- Identify the data sources for these reports

5. Quantitative analysis

- Process the data
- Report the information

6. Qualitative considerations

- Significant factors that cannot be measured effectively in numerical terms
- E.g., the effect of a decision on the morale of company employees

7. Conclusions/Recommendations