Comprehensive Case Study Analysis: Insert Name of Company

Your First and Last Name

Your Course Name or Number

Your Institution Name
Table of Contents

• Remember to include page numbers
Abstract

This should be one or two paragraphs in length. You may want to include information on what a comprehensive case study analysis is, its purpose, and the benefits to a company. You may want also briefly state what you will be covering in your case study.
I. **Company Overview**

In your overview, you will need to research general information on your company started and its growth over the years. In researching your company's background/history, be sure to look for organizational structure, corporate leaders, and key information to give the reader a complete picture of the company's history and its leadership styles. Also include information on the company's products and services, both nationally and internationally.

II. **Executive Summary**

Identify your company's mission, vision, objectives, and posted strategies. You may need to consult outside resources, so be sure to keep a list of complete details for all sources you use. Briefly identify the industry in which your company operates, identifying major competitors, products, trends, and market conditions over the last five years.

III. **External Assessment**

1. **Introduction**
   What is an external assessment, its purpose, and how does it benefit a company? What specific information will be included in this section? This section should be no more than one full paragraph.

2. **Part A – Title**
   **A. Introduction**
   Briefly describe what specifically will be included in this section.

   **B. Content**
   Identify major competitors, identifying market share/products to show competition in the industry. Complete a Competitive Profile Matrix, using at least 12 factors and one to two competitors.

3. **Part B – Title**
   **A. Introduction**
   Briefly describe what specifically will be included in this section.

   **B. Content**
   Summarize key industry trends for the last five years, using resources such as Standard & Poor's Industry Surveys, or Chamber of Commerce statistics, etc. Highlight key external trends as they impact the firm in areas such as the economic, social, cultural, demographic, technological, political, legal, governmental, and natural environment.

IV. **Internal Assessment**

1. **Introduction**
   What is an internal assessment, its purpose, and how does it benefit a company? What specific information will be included in this section? This section should be no more than one full paragraph.
2. Part A – Title
   A. Introduction
      Briefly describe what specifically will be included in this section.
   B. Content
      Using the most recent on-line information you can find--such as government documents, company statements, and other sources, complete a financial analysis on your company. Be sure to include pertinent financial ratios in your discussions. Highlight (discuss) specific good or bad ratios that help explain the company's current position in the market.

3. Part B – Title
   A. Introduction
      Briefly describe what specifically will be included in this section.
   B. Content
      Find and include a current organizational chart for your company. Then create an improved organizational chart, followed by an explanation of why these changes would improve the company. This will require you to include a discussion on organizational structure and why your structure is superior to the one in place. If no change is suggested, be sure to discuss in detail why the current structure is superior to a competitor's structure in the industry.

4. Part C – Title
   A. Introduction
      Briefly describe what specifically will be included in this section.
   B. Content
      Create a market positioning map with your firm and its major competitors. Discuss the marketing strategies of your company versus strategies of major competitors. What are the advantages and disadvantages of your firm's versus competitors' market strategies?

5. Part D – Title
   A. Introduction
      Briefly describe what specifically will be included in this section.
   B. Content
      Discuss the "Value of the Firm." Complete a SWOT analysis and IFE Matrix.

V. **Recommendations**

In this section, you are to create a list of strategies/recommendations you would make as an auditor, based on all the research and information you provided in this final case analysis.
Works Cited

Using proper APA format, list all of your references used throughout this paper.
Appendix A

**After each Appendix, remember to cite your source in correct APA format.
Appendix B