

CASE ANALYSIS FORMAT

Case Title

I. INTRODUCTION

A. COMPANY MISSION & VISION

- Indicate based on what is stated in the case.

B. CURRENT STRATEGY

- Identify current strategy used based on the Four (4) Marketing Principles

C. RELEVANT HISTORY OF THE COMPANY

- Write a short important or relevant Marketing related history of the company

II. COMPANY PROFILE

- **Financial Analysis** – if included in the case, present or solve for appropriate Financial Ratios.
 - Please see example below.

Ratio	2006	2005	Remarks
A. Liquidity			
Quick Ratio	2.2	1.7	Figures indicate a very high current & quick ratio which is indicative of the company's capability to meet its short-term obligations. But this could also suggest that the company is not efficient in using its current assets or short-term financing facilities.
Current Ratio	2.5	2.8	

ANALYSIS:

The resulting Liquidity Ratio shows a strong Quick Ratio and Current ratio.

- **Marketing Audit**

- **Identify strategies used by the company.**
- **Example:**

1. **Diversification Strategies** was implemented specifically **concentric/horizontal** in nature when the company decided to develop new products that would complement its existing product line.
2. **Market Development** was evident when the company decided to set up stores in Asia and Europe.
3. **Market Penetration** was evident when the company applied extensive distribution by making it available in various types of stores – online, factory outlet, exclusive boutiques, specialty stores, etc.
4. **Product Development** was one of the key strategies when the company intensified when the company implemented market research to come up with new product designs and ideas.

- **Management Capabilities**

- Identify the founder/s and key management team and identify their strengths in running the company.

- **Core Competencies**

- Identify the company's core competency or competitive advantage.
- What sets the company apart from the rest of key industry players?
- With this competency, it will help keep the company moving forward.

- **Corporate Culture**

- Identify what is mentioned in the case

III. **COMPETITIVE FORCES IN THE INDUSTRY**

- Identify the status of Michael Porter's five forces (Low, Moderate or High)
- Include a summary as to why it is Low/Moderate/High by identifying highlighted parts of the case.

- A. **Competitive Rivalry is moderate in this industry.**
- B. **Bargaining Power of Suppliers is high.**
- C. **Bargaining Power of Buyers is relatively high**
- D. **Threat of New Entrant is low**
- E. **Threat of Substitutes is low**

IV. PROBLEM STATEMENT

- Based on items I to III, what do you think is the company's problem or opportunity?
- Make a short statement once identified.

V. OBJECTIVES

- Make a three (3) to five (5) objectives that you want to address based on your Problem Statement and items I to III.

VI. ALTERNATIVE COURSES OF ACTION

- Identify at least three (3) Alternative Courses of Action (ACA).
- Use the Four Marketing Strategies.
- When identifying your ACA, make some considerations like, financial capacity, marketing or management capability and your problem statement.

COMPETITIVE PROFILE MATRIX

- Identify its major competitors as stated in the case.
- Please see table below.

Critical Success Factors	Weight	Company 1 (Attach logo here)		Company 2 (Attach logo here)		Company 3 (Attach logo here)	
		Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score
Product Quality	0.15	4	0.6	4	0.6	4	0.6
Promotion	0.2	3	0.6	3	0.45	4	0.6
Regional Expansion	0.1	3	0.3	3	0.45	3	0.45
Financial Position	0.1	2	0.2	3	0.45	3	0.45
Customer Service	0.15	3	0.45	4	0.6	4	0.6
Management	0.2	3	0.6	4	0.6	3	0.45
Brand Equity	0.1	3	0.3	4	0.6	3	0.45
Total	1		3.05		3.75		3.6

Interpretation:

Among the mentioned competitors above, Company 2 shows a high score of 3.75 as compared to its competitors.

Company 1 should focus on their Financial Position to show internal strength. In this part of comparison among other competitors, Company 1 can still make a remedy by intensifying its sales and improve their products.

SWOT ANALYSIS

<p>Strengths – Identify internal strengths of the company 1. Ex: Strong brand equity</p>	<p>Opportunities – Identify external opportunities of the company 1. Ex: Bricks-and-clicks marketing strategy.</p>
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<p>Weaknesses – Identify internal weaknesses of the company</p> <p>1. Ex: Low profitability ratio.</p>	<p>Threats – Identify external threats of the company</p> <p>1. Ex: Global economic crisis.</p>
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Matching:

- THIS PART IS NOT REQUIRED.
 - However, if you can state at least **three (3) QUALIFIED** Matching based on SWOT, additional 5 POINTS on your final score.
 - State the following:
 - o SWOT number or numbers
 - o Identify Marketing Strategy to use
 - o Make a summary.
 - o Please check example below
1. S6, S7 – O3: **Market Penetration Strategy** that will make the products more accessible through their boutiques and its online presence through their website.

VII. SOLUTION AND RECOMMENDATION

- Make a decision.
- You can choose more than one (1) from your ACAs.
- Describe what you will do with your solution and recommendation.
- Make a plan; will you implement everything all at once? Identify your steps to fulfill your recommendation.