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# Format for Write-up (Macro)





# Introduction

In business case analysis, the flow and structure of the case study should be orderly to provide necessary and valuable advice. The Format for Write-up (Macro) is a framework applicable to the development of an exemplary case solution. The following are parts of a case, guaranteeing that the case analysis is complete and professional.



# *Executive Summary*

**Facts begin with the so-called case history/overview; it has to be brief.**

**Emphasise what the author means by main ideas, measures and their consequences.**

**This section should give Basic information of the analysis and grab the attention of the Stakeholders.**





# *Situation Analysis*

**Carry out a critical academic evaluation of the case based on business strategy tools like the business environment scan, the analysis of its strengths, weaknesses, opportunities and threats (SWOT), the analysis of the macro environment through the PESTLE analysis test or the Porter's Five Forces analysis test.**





# Conclusion

**Finally state some key points in support of the proposed solution and highlight its benefits again. Finish with a climax and stress the urgency, as well as the need for action.**





# Resource

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

**Resource: Visit [thecasesolution.com](http://thecasesolution.com) for detailed analysis and more case studies.**

