



INTER-COLLEGIATE
BUSINESS COMPETITION

STRATEGIES FOR WRITING THE ICBC CASE REPORT

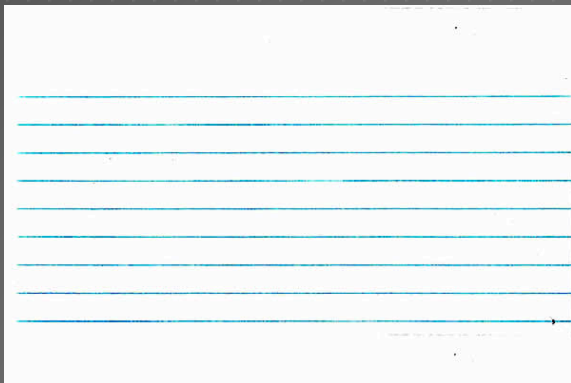
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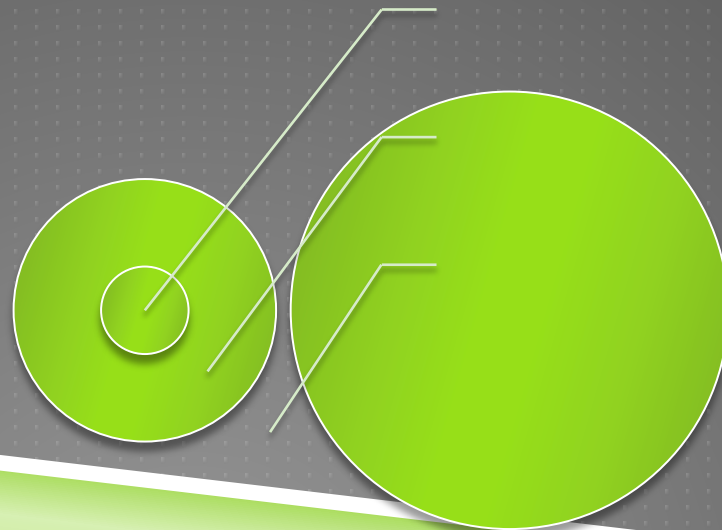
SUMMARIZE THE FACTS

1. On a sheet of paper, identify the facts you can distill from the case
2. Which facts are unremarkable?
3. Which facts are significant to what you see as the main issue in the case?



WHAT KIND OF A PROBLEM IS IT?

- ▶ What is the range of business problems that ICBC can throw at you?
- ▶ What class or group of problems does this one belong to?
- ▶ Is there a standard way to handle problems of this kinds?
- ▶ What are the sub-aspects of this problem? Confounding issues?



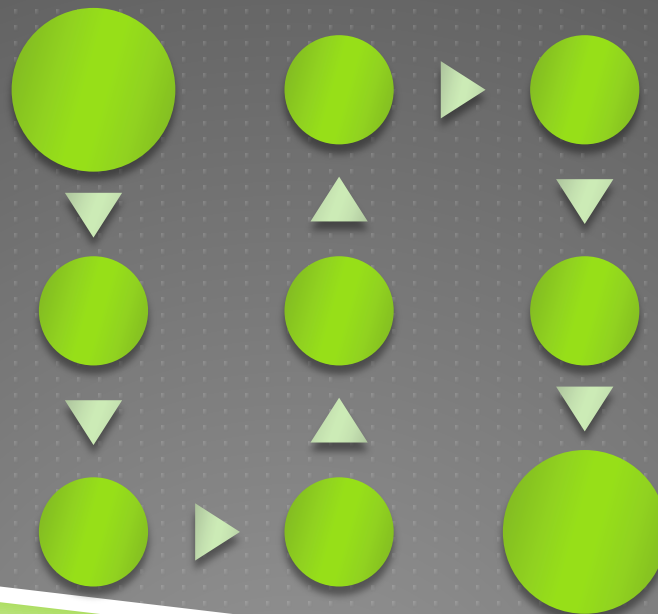
DEGREE: HOW SERIOUS IS THE PROBLEM?

- ▶ How serious is the problem: does it threaten the enterprise?
- ▶ Who is affected by the problem in the case?
- ▶ What are the consequences of various actions: do nothing? Action A? Action B?
- ▶ What costs (financial and personal) are associated with each action?



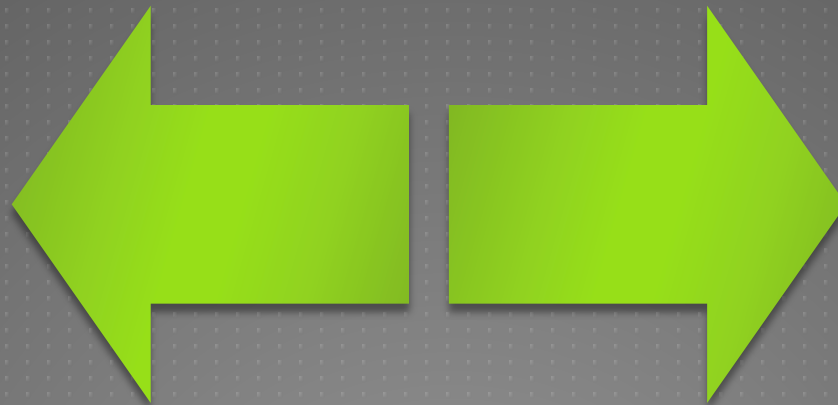
WHY: WHAT EVENTS LED TO THIS

- ▶ Construct a coherent narrative of events that led to the problem presented in the case.
- ▶ What do the numbers mean? Why do you think so?



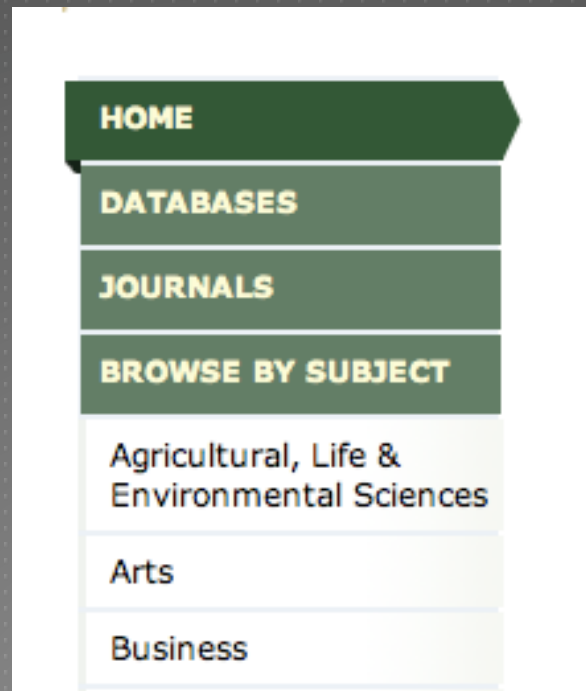
HOW: POTENTIAL ACTIONS

- ▶ What action do you recommend?
- ▶ Who should be involved?
- ▶ What steps need to be taken to resolve the problem?



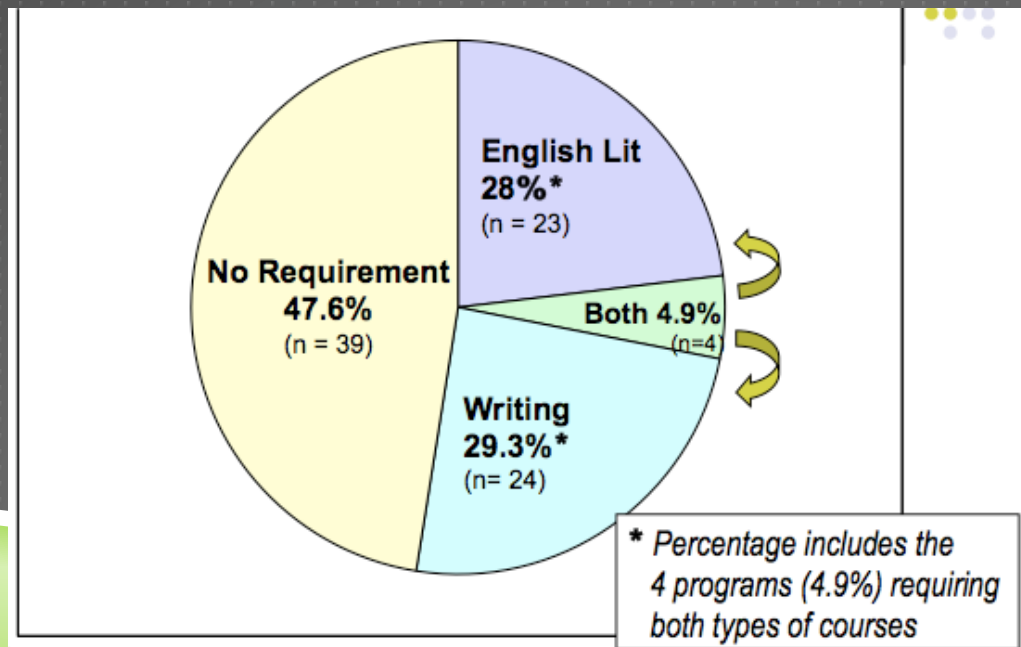
RESEARCH

- ▶ At any of the previous steps, look for opportunities to research additional information—precedents, statistics, known/proven strategies



EXHIBITS

- ▶ What goes in the main case report?
- ▶ What does in an appendix/attachment?
- ▶ What gets highlighted in a table or graph within the report?



ORGANIZATION

- Introduction
- Analysis
- Discussion
- Recommendation and Implementation
- Exhibits
- Citations and Endnotes

STYLE

- ▶ Direct
- ▶ Concise
- ▶ Largely non-technical
- ▶ Coherent: topic sentences, headings, paragraphs