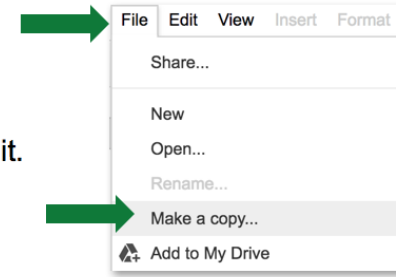


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CASE STUDY REPORT TEMPLATE for Google Docs

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[CASE STUDY NAME]

These instructions will help you use this Case Study Report Template to organize and present your marketing case study in a comprehensive and structured manner, ensuring that all essential elements are included for a clear and effective report.

TITLE	Name
AUTHORED BY	Name
DATE	MM/DD/YY

1. EXECUTIVE SUMMARY

Provide a concise overview of the entire case study, summarizing the key points, the problem addressed, the approach taken, and the main results and recommendations. This section should offer a quick insight into the case's significance and outcomes.

2. INTRODUCTION

Present an introductory context for the case study, including the subject, industry, or issue. Explain why this case is important and relevant. Briefly introduce the organization, project, or individuals involved.

3. STATEMENT OF THE PROBLEM

Clearly define the problem or challenge that this case study addresses. Provide context, background information, and any relevant data or statistics to support your description of the problem's scope and impact.

4. DECISION CRITERIA AND ASSUMPTIONS

Specify the criteria and assumptions used to evaluate alternative courses of action and make recommendations. Include any relevant metrics, benchmarks, or qualitative factors that influenced the decision-making process.

5. DATA ANALYSIS

Present a thorough analysis of the data collected during the case study. Use tables, charts, graphs, or narrative explanations to illustrate key findings. Describe the methodology used for data collection and analysis.

6. ALTERNATE COURSES OF ACTION

Identify and describe the various alternative solutions or strategies considered to address the problem. Evaluate the pros and cons of each option, including potential risks and benefits. Be comprehensive in exploring different approaches.

7. RECOMMENDATIONS

Based on the analysis of alternatives, provide clear and well-supported recommendations. Explain why the chosen course of action is the most appropriate solution to the problem. Ensure that recommendations align with the decision criteria.

8. IMPLEMENTATION PLAN

Detail the steps and actions required to implement the chosen recommendation. Include a timeline, responsibilities, and resources needed for each step. Address potential challenges and mitigation strategies.

9. EXHIBITS AND SCHEDULES

Include any supporting materials, exhibits, charts, graphs, photographs, or schedules that enhance the understanding of the case study. Label each exhibit appropriately and reference them in the report where relevant.

10. REFERENCES

List all sources, references, and citations used in the case study report. Follow a consistent citation style (e.g., APA, MLA) and provide complete publication details for each source, including books, articles, websites, and interviews.

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