
Business Case Study Problem Statement

Case Study Title

Introduction

- Provide an overview of the business context (e.g., industry, market position).
- Describe the challenges the business is facing.

Problem Statement

- Clearly define the primary business problem (e.g., declining profits, operational inefficiency).
- Specify the measurable aspects of the problem (e.g., percentage decrease in revenue, employee productivity).
- Discuss the broader impact of the problem on the business (e.g., market share loss, customer dissatisfaction).

Objective of the Case Study

- State the business goals (e.g., improve revenue by 20%, optimize supply chain).
- Describe what the case study aims to achieve in solving the business problem.

Scope

- Focus on the relevant business areas, departments, or processes that are impacted.
- Highlight any constraints or limitations that the study will consider.

Key Stakeholders

- List internal (e.g., employees, management) and external stakeholders (e.g., investors, customers) affected by the problem.

Expected Outcomes

- Define measurable outcomes such as increased profits, better customer satisfaction, or improved operational efficiency.