## horizontal line**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.

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#### **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.