12.6 Integrated case

Name: _____ Class: _____ Date: _____ **Total: 14 marks**

KEY WORDS case analysis

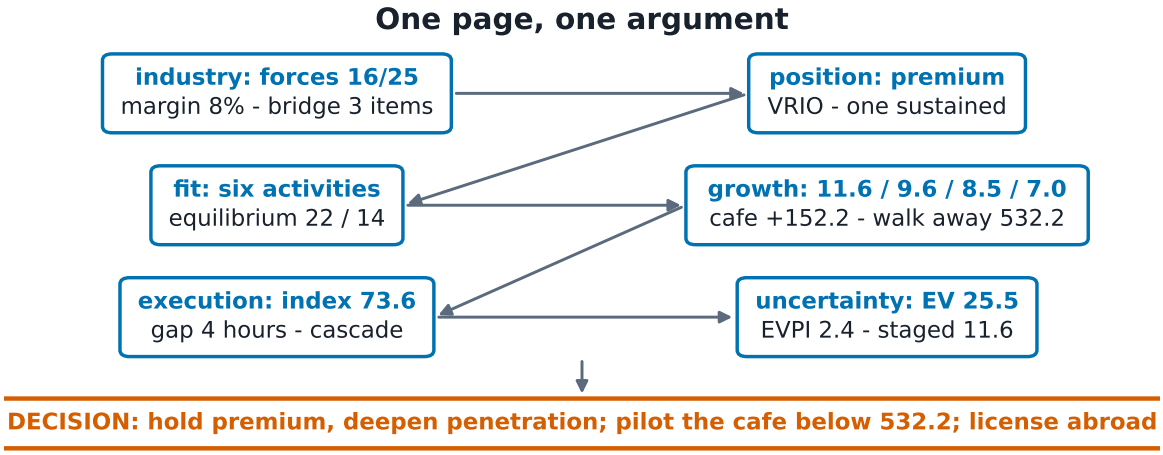
Objective

Assemble situation, frameworks, options, decision and review into one defensible page.

1 Key knowledge and worked examples

■ The case discipline

Situation - scored frameworks - numbered options - decision - risks and review. Evidence for every claim; a number for every argument; no framework without a decision at the end.



Each box recomputes from its unit

■ Worked example. The bakery memo

Forty words carrying 16/25, 22/14, 11.6, 532.2, 4 hours, 25.5 and staged 11.6 - with three review triggers ✓.

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2 Practice

Draft the one-page case for the GYM FRANCHISE from sheet 12.1-12.5 (forces 17/25, margin 13.2%, equilibrium (Specialty, Hold) 18/12, schools EV 9.0k, farm-shop walk-away 369k, scorecard 72.3 with a 6-hour gap, launch EV 14.2 with EVPI 2.0).

2.1 The situation, in two lines with its two headline numbers. [3]

2.2 The options ranked, with their EVs or valuations. [4]

2.3 The decision, in at most twenty words, each clause carrying a number. [4]

2.4 Three review triggers with numbers and dates. [3]

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