

### **Method to solve case study**

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Human mind is designed to function by forming patterns. This is evident by our way of jumping between conclusions with out a thorough analysis of the case. We are about to introduce you the pre designed format practiced by the best management consultancies across the globe. With most of the analyst, analysis starts with a look on the case and then jotting down the solutions followed by the search for a tool to fit that conclusion. Am I right?

The better way is to first do analysis and then let the analysis bring out the solutions for your problems. The conceptual objective is to reengineer the process from problem to solutions using analysis and synthesis. Always remember to derive (remember I have used the word derive not find. guess why??) multiple solutions.

We suggest you a four step process to get the better solutions around. Follow the steps given below to analyze a case.

#### **Step #1 – Pin down problems**

This is first and the most typical task to solve a case study. Most of the error happens in this phase. Your job in this step is to segregate the core issue and the candidate issues. Core issue or the problem is the mother of all problems and candidate problems are just the ill effects of the core problem. For instance: A decrease in sale is not the core problem it's a candidate problem or the symptom as we usually call it in our consultancy lexicon. The core problem might be inefficient advertisement, brand image, inefficient sales force or any. Our job is to segregate core problem from the candidate problems. Generally we never think of this and unconsciously pick candidate problem to work out which solve the problem partially. So lesson is to find the core issue and separate it from candidate problems or symptoms. If you find more then one core issue then job is bit lengthy.

## Step #2

### Analyze the Core problem (Frame Work)

In this phase the total analysis should be covered. Here analysis should be supported by proper frame work. The few questions that you should ask yourself are:

What is the intensity of the problem? Intensity defines the areas it can affect. For instance: consumer, marketing, finance and others.

What is the severity of the problem? Severity defines how badly the areas will be affected.

What is the occurrence of the problem? It defines frequency of the problem.

These three questions will help you to choose the worst core problem that requires urgent attention if they are more than one.

Now the next thing in this phase is to answer two questions.

- a) Why this problem is occurring?
- b) What is the key driver of the problem?

These questions will urge you to draw a frame work. The frame work can only answer these questions. Once you find out the answers of these questions your job becomes easier. The key driver is the area to work out. This key driver might be under your control (company policies, strategy) and outside your control (competition, market, government policies). In the first case you will work out the different ways by brain storming to affect key driver. In the second case when the key driver is external not in your control, the task becomes bit tricky.

## Step #3

### Deriving & Scrutinizing Solutions (Feasibility)

This is the last phase of case study. In this phase you have to derive the various ways to disintegrate the key driver. It needs your creativity. Ok!! I suggest you one tool; Analogous Tracing. In AT (Analogous tracing) you have to find the same problems happened in the past within the industry or different industry. It's a bit historical vestige. After getting an analogy, you have to check its feasibility and workability in your case. Once you derive different ways, find the financial feasibility of each. The best solutions will be the ways you derived with the least cost for the company.

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