



# *Case Competition Guide*



# What Is A Case Competition?

In a case competition, participants are given a business scenario of a company facing challenges. Competitors are expected to analyze the company and situation, and create a solution that best tackles the issue. Teams are allotted a certain amount of time to complete their slides and present it to a panel of judges. The top teams will receive prizes and a certificate for their achievement!

# Cracking The Case



1. Spend the first 15-20 minutes reading the case individually. Underline important information.
2. Discuss the case with your team. Ensure that every member understands the case!
3. Discuss the current state of the company, and Identify problems, opportunities, threats, etc.
4. Brainstorm potential solutions.
5. Complete the slide deck after all required information has been discussed.
6. Keep track of the time, don't spend too much time on a single slide!

# Presentation Format



1. Problem Identification
2. SWOT Analysis
3. Recommendations
4. Solution
5. Implementation Plan
6. Financials
7. Risk and Mitigations
8. Conclusion

\*You may add more elements than the ones presented above\*



*Slides In-Depth*

# Problem Identification



As a team, choose one or two issues to tackle. Some issues may be identified from reading the case, but others may need market analysis to identify. Make sure you look beyond the company when identifying problems!

Remember to link the issues to the business itself!

# SWOT Analysis



**Strengths:** What does the company do well? What gives them their competitive edge? (ex. High market cap, Fabless approach)

**Weaknesses:** What pulls the company down? What do they lack that their competitors have? (ex. Poor global presence, lack of suppliers)

**Opportunities:** What can the company get that they don't currently have? What market trends can the company exploit? (ex. Rise of online shoppers, environmental movements)

**Threats:** What are trends that could harm the business in the future? (ex. Declining local economy, increasing real estate)

# Recommendations



Individually brainstorm as many solutions as possible. Consider the strengths and flaws of each idea. Although you only need one recommendation, don't be afraid to use multiple ideas.

What to consider when choosing a solution: How well does it tackle the issue? What are the short-term and long-term impacts? Is it feasible?

Don't shy away from using more than one recommendation in the final strategy, but make sure it's not too extreme!



# Implementation Plan



Consider how the solution(s) will come alive. Break the plan into a step by step process

What resources are required? How will you get those resources? When should it begin?

Timeline: Timeline should show at least 2 years into the future. Remember that you can have more than one project at a time. Ex Engine R&D happens at the same time as app development

# Financials



After analyzing the business financials, create a financial statement or cash flow for the following year(s).

Although accuracy is always good, don't think that the numbers need to be accurate to the dollar - it's not pinpoint accurate in real life either. Below are examples of what financial components you can include in your case:

- Income Statements
- Balance Sheets
- Statements of cash flow
- Taxes

# Risk and Mitigations



Look for potential setbacks to your solutions. Consider industrial (Ex. cost of silicon rises) and business threats (Ex. Rival companies expand internationally).

Consider: What is the probability of the risk? How severe is the risk?  
What are potential mitigations to said risk?

\*Risks and mitigations should be organized in a table.



*Presentation*

# Presentations



Teamwork is important!

- Make sure everyone thoroughly understands the case
- Make sure speaking time is even
- Make sure everyone on your team speaks
- Develop a way to answer questions during the Q and A without having to speak to one another

**Important:** Have fun!



**Good Luck!**