



Case Study Approach for Consultancy

2021



Writing a consultancy case study

Type 1: The analytical approach

- The case study is examined in order to try and understand what has happened and why. It is not necessary to identify problems or suggest solutions.

Type 2: The problem-oriented method

- The case study is to analyze and identify the major problems that exist and to suggest solutions to these problems.



Consultant case study: Consultancy frameworks

1. Ansoff Matrix
2. SWOT Analysis
3. PESTEL Analysis
4. BCG Model
5. Porter Five Forces
6. Blue Ocean Strategy
7. Disruptive Innovation Strategy and etc.

The Case is the real life situation. It is the analysis of the current situation...

A successful case study analyses a real-life situation where existing problems need to be solved. It should:

- Relate the framework/theory to a practical situation; for example, apply the ideas and knowledge discussed in the coursework to the practical situation at hand in the case study.
- Identify the problem(s).
- Select the major problem(s) in the case.
- Suggest solutions to these major problem(s).
- Recommend the best solution to be implemented.
- Detail how this solution should be implemented.



Eight Steps to write a consultancy case study

Steps 1: Executive Summary

- Outline the purpose of the case study.
- Describe the field of research – this is usually an overview of the company.
- Outline the issues and findings of the case study without the specific details.
- Identify the theory or framework that will be used.
- Here, the reader should be able to get a clear picture of the essential contents of the study.



Step 2: Findings

- Identify the problems found in the case. Each analysis of a problem should be supported by facts given in the case together with the relevant theory and course concepts. Here, it is important to search for the underlying problems; for example, cross-cultural conflict may be only a symptom of the underlying problem of inadequate policies and practices within the company.
- This section is often divided into sub-sections, one for each problem.

Step 3: Discussion

- Summarise the major problem(s).
- Identify alternative solutions to this/these major problem(s). In reality, there is likely to be more than one solution per problem.
- Briefly outline each alternative solution and then evaluate it in terms of its advantages and disadvantages.
- There is no need to refer to theory or coursework here.



Step 4: Conclusion

- Sum up the main points from the findings and discussion.

Step 5: Recommendations

- Choose which of the alternative solutions should be adopted.
- Briefly justify your choice explaining how it will solve the major problem(s).
- This should be written in a forceful style as this section is intended to be persuasive.
- Here integration of theory and coursework is appropriate.

Step 6: Implementation

- Explain what should be done, by whom and by when.
- If appropriate include a rough estimate of costs (both financial and time).



Step 7: References

- Make sure all references are cited correctly.

Step 8: Appendices (if any)

- Attach any original data that relates to the study but which would have interrupted the flow of the main body.



Consultancy Case Study

1. Executive Summary
2. Findings
3. Discussion
4. Conclusion
5. Recommendations
6. Implementation
7. References
8. Appendices