Company Analysis:
Contemporary Management Issues

Students will choose a hospitality or S.E.E. industry related company to use as a case study organization. This will be done on a first-come basis. Sources must be identified and properly cited following MLA format. Use the case study format below:

Section One - Introduction/Background - 10 points
Briefly state the salient facts of the case. Answer the questions: Who (founders)? What (is their business)? When (timeline)? Where (locations)? How (business methods)? And why (what do they stand for?)? Be concise and precise.
Approximate page length = 1-2 pages.

Section Two - EFE - 20 points
Perform an External Factor Evaluation. Include completed chart.

Section Three - CPM - 20 points
Complete a Competitive Profile Matrix. Include completed chart.

Section Four - IFE - 20 points
Perform an Internal Factor Evaluation. Include completed chart.

Section Five - Financial Analysis - 50 points
Choose and run five (one from each category) appropriate financial ratios as described in Chapter 4: Key Financial Ratios. For each ratio:
- explain the purpose of the ratio,
- place the numbers into the equation and show the mathematical result,
- compare to competitors,
- compare to past quarters or years,
- explain whether each ratio is favorable.
Lastly, in your own words, give an overview of the financial health of the organization. Answer the question: “Would you invest in this stock?” Provide justification for your answer.

Section Six - Problem Statement - 10 points
Briefly state the central problem(s), NOT the symptoms of the problem. One paragraph. Identify a challenge that the company faces.

Section Seven - Alternative Solutions for the central problem - 50 points
List a minimum of four solutions/objectives for improving the current/future state of the company. Identify a research method you would use to provide data to inform the strategies you are developing. Why is this the best method to use for this? List specific strategies to achieve each of the named objectives. List the pros and cons of each strategy.

No errors in grammar, capitalization, punctuation, and spelling - 20 points