



CASE ANALYSIS WORKSHEET

Now that you've completed the Case Companion, use this worksheet to analyze cases assigned by your instructor. Feel free to refer to the Case Companion for additional tips and strategies to help you.

- **Look at the big picture.** Try to figure out what's really going on.
- **Keep asking why.** There's rarely one root cause.
- **Weigh multiple options.** There are many ways to solve a business problem.

Understand the Situation

What's the situation in the case you're working on?

Identify the case's key players. What are their perspectives about the situation?

- **Ask why information is included in the case.** It's there for a reason.
- **Tie it back to the classroom.** What themes does your instructor want you to focus on?
- **Pay attention to details.** Dig deeper if something feels contradictory or unexpected.

Identify the Evidence

List the key evidence that helps you understand the case.

Harvard Case Study Walmart Case Analysis

**Markovic, Stefan, Sancha,
Cristina, Lindgreen, Adam**



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