**Memo Chipotle**

Order 1584014

Description

BUS 495 Case Analysis Guidelines/Formatting Instructions In this course, you will complete multiple case analyses. Each report should follow a similar format. The work should be in the form of a 4- to 6-page, single-spaced memo, not including any relevant attachments. You should write as though you are a consultant called in for help by the senior management at these organizations within the cases. In general, please use the following subheadings to organize your memo: Introduction – what you intend to do with the memo (brief….such as “The following is a situation analysis for (XYZ Company). Key issues are noted, and recommendations are included……”) Current Situation – summary of the company, its customers and products, capital structure, current generic and specific strategies, performance per financial ratios and statistical indicators (will have more information after getting through Ch. 4 regarding financials for the cases beyond that point) SWOT Analysis – strengths and weaknesses (internal) and opportunities and threats (external) should all be examined in detail; these can be bullet points, but must be thoroughly explained Key Issues/Alternatives – what needs to be addressed and alternative approaches to addressing the issues Recommendations – what they should do and how they should do it, considering the impact on physical, financial, and human resources Conclusion – what will happen if management does what you suggest If you have questions regarding these guidelines, don’t hesitate to ask. I do ask, however, that you do not wait until the last minute to ask questions. These case analyses take more time than one often believes, and poor quality will result if time is restricted to complete the assignment. Overall, please use 12-point Times New Roman font with 1-inch margins all around. A grading rubric is provided within Course Documents.