

# Harvard Case Study Format for Write-up

## **1. Immediate Issue(s) or Problem(s):**

Define the immediate problem(s) or identify the decision(s) that must be made. State a time frame S-M-A-R-T: how long do you have to make the decision? The problem is stated in a form of a question, relative actions to take D-M-P, M-A-P, R-M-P, I-I-I, A-D-K-A-R, A-I-D-A.

## **2. Basic Issue(s) or Associated Issue(s):**

List any other issue that might influence your decision. These can be within the 3 levels of the organization, top-middle-lower levels from corporate strategic, executive and operative issues. S-W-O-T, P-E-S-T-L-E, 5M's, 4P's & other unseen fortuitous business experiences are normally associated.

## **3. Issue(s) Analysis or Information Summary:**

Summarize the important or major pieces of information from the case. Identify which are the facts, opinions and assumptions. State your assumptions clearly. Analyze among of the M's (man-machine-money-materials-methods) of business management that were affected. Relative to each functions marketing, finance, production, human resource, and logistics internal and external areas of considerations. Detailing every information made available in the case; operations is an essential part of your analysis. Identify any short or long term issues to each objective & goals.

Assumptions can be projected and stated if data or information are not available in reaching for a valid discretion. Utilizing the Porter's 5 forces ANSOFF, BAFF, Standard Causal, SCOR or PERT CPM matrix model.

## **4. Alternative Solutions or Options: The most important part!**

List the various options available to resolve the problem. Discuss each option and state the advantages (pro) and disadvantages (cons) of each option. Refer to quantitative and/or qualitative information as needed in order to demonstrate the points raised. This is the major part of the case and demonstrates that you clearly understand the issue(s) and the various possible outcomes. There are usually at least three good options in a case and often many more. Identify each option clearly and always show the pros and cons of each.

I have authored the model P-R-O approach which enumerating the pessimistic-realistic-optimistic alternative course of actions, this way ensuring the best way to distinguish the best possible solution to the problem.

## **5. Recommendation(s) and Implementation:**

Based on the analysis of the options, the absolute best possible solution is coming from your Realistic Options as stated. State what you would do to correct the problem (recommendation) and how you would do this (implementation). Your recommendation is usually a restatement of the best option among the Realistic options of selection. This is not the time to analyze new options. The implementation plan should list the steps and include a time frame or target date.

## **6. Monitor and Control:**

State the method(s) you will use to determine if your recommendation and implementation plan are working. Some examples are use of budgets, regularly scheduled meetings or scheduled reviews. The approach you use will depend on the nature of the recommendation.

Rules & regulations, policy changes to update and reform in exercising thorough diligence in the performance of its measures and resolutions to the problem. Conclusive itemized do's & don'ts as the bible/standardized guidelines to carry out to the benefit of the organization.

Functions or reforms to undertake in order the same problem will not happen again.

# Harvard Case Study Solution Bilio

**Didier Musso**



## Harvard Case Study Solution Bilio:

**AI and Data Engineering Solutions for Effective Marketing** Alla, Lhoussaine, Hmioui, Aziz, Bentalha, Badr, 2024-07-17 In the world of contemporary marketing a challenge exists the relationship between data engineering artificial intelligence and the essential elements of effective marketing Businesses find themselves at a crossroads grappling with the imperative to navigate this complex landscape This challenge serves as the backdrop for the exploration in AI and Data Engineering Solutions for Effective Marketing a comprehensive reference tailored for academic scholars Seamlessly integrating theoretical models with real world applications the book delves into critical facets of strategic and operational marketing From the adoption of data science techniques to grappling with big data s vast potential it offers a guide for academics seeking profound insights into the future of marketing strategies and their efficient execution Designed for researchers practitioners and students with an interest in the intersection of artificial intelligence data engineering and marketing this book serves as a guide for implementing new marketing management solutions and optimizing their operational efficiency While the primary audience is researchers and practitioners in the field the book is also tailored to benefit students seeking a deep understanding of the latest developments in marketing **Biblio** ,1997-03 Library Literature H.W. Wilson Company,1982 An index to library and information science *Library Literature* ,1994 Palliative Nursing Shaun Kinghorn, Sandra Gaines, 2007-11-14 This title is directed primarily towards health care professionals outside of the United States Content has been thoroughly revised and updated in line with changes in practice and policy both locally and internationally particularly the UK NICE guidance on Supportive and palliative care for people with cancer and the Care of the Dying Pathway It reflects the rapid development of palliative nursing as an emerging specialty It helps in the process of defining palliative nursing and how it interfaces with other disciplines within the specialty The text is divided into three sections and comprehensively yet sensitively covers all aspects of palliative nursing Key themes covered include pain control symptom control loss and grief and handling loss A strong emphasis is placed on the integration of theory and practice and evidence based care Reconciliation of the theory and practice is achieved by the use of case studies It addresses malignant and non malignant palliative care Research and extensive literature support each chapter Content has been thoroughly revised and updated in line with changes in practice and policy both locally and internationally particularly the UK NICE guidance on Supportive and palliative care for people with cancer and the Care of the Dying Pathway Three new chapters on Sexuality Care of the Dying Pathway Changing roles of the nurse in palliative care New appendix on North American drug names equivalents for the international market **Harvard Alumni Bulletin** ,1923 **British Medical Journal** ,1926 **The Journal of International Law and Economics** ,1966 The Atlantic Monthly ,1876 Notes and Queries ,1901 **Notes and Queries and Historic Magazine** ,1901 *The Municipal Journal* ,1920 **Musical Opinion and Music Trade Review** ,1915 **Scientific American** ,1921 Monthly magazine devoted to topics of general scientific interest

*Bulletin ... Philadelphia (Pa.). Mercantile Library Company, 1897*      **Bulletin of the Mercantile Library of Philadelphia** Mercantile Library of Philadelphia, 1897      *Business and Technology Sources* ,1965      *Scholarly Books in America* ,1967      **The Publishers' Circular and Booksellers' Record** ,1930      The Athenaeum ,1896

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