*Corporate Case Study – Template*

# Company Name

# Student Name

# BSAD101 – CRN:

# Date:

# Executive Summary

This is a one or two paragraph summary of the rest of the paper. It should include the corporate highlights, a brief financial review, and a quick look at the structure of the company.

# Corporate History

Where did this company start, and what were some of the significant threats or opportunities they faced as they grew. As they grew and prospered, did the company face any significant ethical/legal issues and how did they handle the issues? The history of the company should include any significant companies that evolved into the current corporation, for example Alphabet Inc. was incorporated in 2015, but the primary company, Google Inc., was founded in 1998.

# Products, Services and Marketing Strategy

What are the major products and/or services that are offered by this company? Are they different in domestic and foreign markets? How do they differentiate their product from competitors (if it is a consumer product)? What are some of their most significant marketing strategies or advertising campaigns (this is particularly meaningful for consumer products)?

# Organizational Structure

How is the company organized? Is it divided geographically or by product line, or by the industry it serves, or by something else? How many vice-presidents does it have, and are they divided up as you would expect? Does this company have anything unusual or unique about its corporate structure or climate that makes it such an effective corporation?

# Financial Review

This should be an overview of the financial situation of the company and how it came to be ranked one of the largest companies on the Fortune 500 list of largest U.S. companies. This analysis may also include the stock price and earnings ratios along with debt and asset ratios. The analysis should also include a look at the stock price and performance history and projections, the Value Line Investment Survey report may prove helpful with this portion of the analysis.