# Case Study Report
# Annotated Case Study Report

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## Introduction

**1** The contents of this report were carefully designed to address Company XYZ's recent difficulties. Specifically, **2** Company XYZ is experiencing the issues of declining sales and decreasing employee morale; these concerns must be addressed in order for Company XYZ to regain their standing as an industry leader. Regarding the problem that is being faced, the **3** senior management team at Company XYZ needs to consider the needs of their internal (e.g., employees) and external (e.g., customers) stakeholders in making an effective decision to address this problem. The underlying root causes and factors that are leading to the occurrence of these problems relates to a lack of alignment when it comes to Company XYZ's strategy, structure, and culture. Specifically, the current organizational strategy, structure, and culture are misaligned and primarily promote profitability and efficiency while undervaluing creativity and innovation. Overall, this problem needs to be resolved before the fiscal year end.

It is recommended in the current report that Company XYZ pursue: (1) a strategy that **4** places a higher level of importance on innovation; (2) a restructuring of the organization so that it is more flexible, innovative, and appropriate for the size of the organization; and (3) a reshaping of the company's organizational culture and the way in which day-to-day business is conducted so that there is an increased focus on collaboration, innovation, idea-sharing and flexibility while increasing profitability. This recommendation highlights the uniqueness of Company XYZ's brand image and product line.

This report will provide an in-depth analysis of the problem that is being faced and this **5** analysis will help to identify several viable alternatives for resolving the issues being experienced. The justification, specifics, and a short-, mid-, and long-term implementation plan associated with the recommendation will be presented.

**1** Brief introduction of the report to the reader.

**2** Clearly, succinctly, and accurately identify the focal problem being faced by the key decision-maker.

**3** Problem details regarding the decision and relevant issues.

**4** Recommendation is stated up front.

**5** An outline or road map of the remainder of the report is presented.