EVALUATING A CASE

What is being discussed?

What is the organizational mission?
   1. What is the company/key stakeholder objective?
   2. Who are the stakeholders and what are their objectives?
   3. Are these objectives aligned?
   4. What is the product (service or good) that is being sold?
   5. Who is the customer for the product?

How does all of this relate to the company's mission?

What's going on in the environment (opportunities and threats)
   PROS (good for the company)       CONS

   Competition:
   Economy:
   Social:
   Cultural:
   Regulatory:
   Technology:

What's going on in the company?

What's working well and what isn't (strengths and weaknesses)?
   PROS                        CONS

   Finance (sales, visits, revenues, reimbursement rates, populations...):
   Operations (turnover, satisfaction, processes, services...):
   Culture (flexible, communicative, hierarchal):
Technology and systems:

How do these factors relate and compare with the company's objectives and marketplace (environment) factors?

Where do company strengths and environmental opportunities match?

Where do environmental opportunities and company weaknesses occur?

What are the company's key challenges?

Address this according to the 4Ps (product, place, price, promotion).

What are the possible solutions for the problem? Describe them.

What does it look like?

How will the service(s)/product(s) priced to at least break even?

How will it/they be distributed?

What's the internal marketing strategy for the stakeholders?

How will it be promoted?

How will it be evaluated as to success?