

Case-study analysis

Read, annotate and pull out the facts.



NAME _____ CLASS _____ DATE _____

LEARNING GOAL

Read a case closely and sort facts from problems.

SUCCESS CRITERIA

- ☐ I can mark facts, problems, decisions and questions.
- ☐ I can list key facts with their numbers and units.
- ☐ I can say what the case does not tell me.

1

Read the case

Read it twice. Mark it with the symbols, then add notes here.

SYMBOL KEY

- abc underline a **fact**
- ★ star a **problem**
- (ab) ring a **decision**
- ? write a **question**

Fictional case *Invented for this sheet.*

Harbour Street Cycles (fictional). Harbour Street Cycles is a small repair and sales workshop with three staff in a seaside town. Sales of new bikes fell from 120 in one year to 90 the next, but repairs rose from 400 to 520 jobs. Customers say repair waits are too long: the average wait is nine days. The owner has £6,000 saved and is thinking of three options: hire a fourth mechanic, open a small online shop, or move to a larger unit with higher rent. Several customers have asked for evening opening. The owner does not like using social media.

2

Key facts

Facts only

Write the number and its unit. Leave out opinions.

SALES OF NEW BIKES

from _____ to _____ bikes in a year

REPAIR JOBS

from _____ to _____ jobs

AVERAGE REPAIR WAIT

_____ days

MONEY SAVED

£ _____

STAFF

_____ people

CUSTOMER REQUEST

3

Questions

What does the case **not** say?

I WOULD ASK



4 Name the problems

Three problems

Use your starred notes. Each problem needs evidence from the case, not just an opinion.

01

Your most urgent problem.

PROBLEM

EVIDENCE

WHO IS
AFFECTED

02

A problem for customers or staff.

PROBLEM

EVIDENCE

WHO IS
AFFECTED

03

A problem the owner may not have noticed.

PROBLEM

EVIDENCE

WHO IS
AFFECTED

5 Calculate

Show working

Change = new – old.
Percentage change =
change ÷ old × 100.

New bike sales

Old figure **120** New figure **90**

WORKING

Percentage change %

Circle one: fall / rise

Repair jobs

Old figure **400** New figure **520**

WORKING

Percentage change %

Circle one: fall / rise

6 Rank them

Which problem comes first?

MOST URGENT

problem _____

BECAUSE



7 Compare the options

Three options

Use evidence from the case¹. If it gives no cost, write what you would need to find out.

A

Hire a fourth mechanic

Think about the nine-day wait.

ADVANTAGE

RISK

COST

B

Open a small online shop

Think about new bike sales.

ADVANTAGE

RISK

COST

C

Move to a larger unit with higher rent

Think about the £6,000.

ADVANTAGE

RISK

COST

8

My decision

Any option can be argued if you use evidence.

I RECOMMEND

BECAUSE

I WOULD
CHANGE MY
MIND IF

option _____

¹ Harbour Street Cycles is fictional and invented for this sheet. It is not a real business.