

MGMT 499: Cases in Strategic Management

Individual Case Report

Case: Costco Wholesale in 2020

This assignment is an **individual** assignment, worth **150 out of the 1000 points** for the semester.

You must follow the following guidelines in writing this case study.

- **Read the required topics carefully. Don't assume they are exactly the same as the topics in the group project.**
- The time period is the one covered by the case as reported in the textbook. No outside research is allowed.
- Make use of concepts and theories from the text and class discussions. You need not cite the text directly nor should you explain/develop the concepts or theories. Please assume that I have knowledge and understanding of management theories. Simply make the logical connections between the concept or theory and the case issue to which it applies.
- Use the perspective of a consulting team (**NO first person**). Pretend that your audience is the CEO or Board of Directors. Thus, your audience is familiar with all the facts of the case; do not waste time restating case data. Your objective is to analyze, interpret, draw conclusions, and make recommendations and projections that are unique and must be explained and justified.
- The case analysis report must be **typed, Times New Roman, 12-point, 1-inch margins all around, double-spaced, at least 10-page in length (EXCLUDING cover page, abstract, exhibits, tables, references or appendices), and follow APA (7th edition) format (APA is the College of Management standard, so you should be familiar with it. More information about APA format can be found at: <https://libguides.metrostate.edu/APA>). There should be NO extra, unnecessary, or redundant space between paragraphs.** The case analysis report should be **submitted only as Microsoft Word file format (.doc).**
- Your report should be well organized, succinct, and well written. The report should read as a unified piece of work and flow smoothly. The case should not read as multiple individual pieces merged into the same file.
- **In your report, please clearly indicate each topic you are addressing.**
- Number pages consecutively from the beginning of the document to the end.
- **The Turnitin Similarity grade of your submission must be less than 20%.**
- **PROOFREAD! In addition to content, grammar, spelling, and style are important! I will take off points for not following these guidelines and for submitting a sloppy report.**

Strategic Mgmt Text Cases Custom

Michael Brown



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