



## Case Study Outline Template

### 1. Introduction / Background

Provide context and background information

State the research problem clearly

Explain why the study matters

### 2. Problem Statement

Identify the central issue or challenge

Support with relevant data or examples

Show the urgency of solving this problem

### 3. Methodology

Describe the approach or framework used

Explain data collection methods such as surveys, interviews, or reports

Note any limitations in the process

### 4. Findings / Results

Present the main outcomes

Support with evidence, tables, or charts



Highlight customer experiences or measurable outcomes

## **5. Discussion / Analysis**

Interpret what the findings mean

Explore possible solutions and lessons learned

Connect insights to the broader context

## **6. Conclusion**

Summarize the main takeaways

State the significance of the study

Suggest how results can guide future strategies

## **7. Recommendations**

Provide practical next steps

Suggest strategies for improvement or action

Point out areas needing further research

## **8. References / Bibliography**

Cite sources consistently in the chosen style

Add credibility with both internal and external research



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## 9. Appendices (Optional)

Attach raw data, transcripts, or charts

Keep the main report focused while allowing depth