**IBM Case Summary Rubric**

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Please summarize the “IBM” case in about 500 words under the following main headers in a page, single spaced (normal spacing just like this writeup without leaving a blank line). Use size 12 “Times New Roman” font, with text justified (aligned) on both the sides.

1. **Introduction: (100 words)**

Briefly introduce the business, its location, offerings, customers, market segments, competition etc.

1. **Key Issues: (50 words)**

What are the key strategic challenges or issues the firm is facing and why?

1. **SWOT Analysis: (100 words)**

Provide the firm’s internal situation analysis associated with its strengths and weaknesses, and external situation analysis with the opportunities and threats in the business environment of the target market it operates or plans to operate.

1. **Business Strategy and Marketing Mix: (100 words)**

Discuss the business strategy of the firm based on the competitive scenario to achieve the stated goals and objectives, using their marketing mix (product, price, placement, promotion, people, process, physical evidence).

1. **Discussion and Recommendations: (150 words)**

Discuss the suggested solutions provided in the case with the merits and demerits of each to address the issue(s) faced. Recommend in brief what could be done differently or modified options to address the challenges the company is facing in the given situation.