

Guidelines for analyzing the case and case report structure

- Read the case through to get a general understanding of the story and the situation.
- Write down the main facts.
- Identify the strategic issues needing resolution.
- Prepare the main answers to the following questions:
 1. In your opinion, what were the core issues/options of the “Agroholding Krasnodar” strategy in recent years? Suggest how it could affect the market position of the company, its strengths and weaknesses, and explain.
 2. Imagine yourself in the position of Mr. Ivanov, Chairman of the Board of Directors of Agroholding Krasnodar. What changes (if any) would you recommend for the company’s strategy for 2018-2021? Why? How would you explain that to Board members and to the owners?

The case report should include:

- Summary of main facts of the case.
- Brief discussion of the current strategic issues of the Holding.
- Discussion of the current business options for the Holding’s development and possible outcomes for each option (question 1).
- Discussion of alternative ways of the Company’s future development (question 2).