

## ***Guidelines for analyzing the case***

- 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 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?

### ***Case study: Writing report***

*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 above).
- Discussion of alternative ways of the Company’s future development (question 2 above).

Case reports should be 3-4 pages, 12 font, 1.5 interval, Times New Roman. Case report should be submitted to MyCourses by 05.12.2021, 23:55. You can get maximum 15 points for the case report. Grading is for the group, not individual (i.e., each member of the same group gets the same grade).

On 08.12.2021 each group will present its report to other students and instructors.

Presentation (including questions from the audience) should last 11-12 minutes (ideally 8 minutes for presentation plus 2-3 minutes for questions). You can get maximum 10 points for the case presentation. Grading is for the group, not individual (i.e., each member of the same group gets the same grade). Case presentation should be submitted to MyCourses by 06.12.2021, 23:55.

The presentation can be held by one or several students (or even all participants of the group). However, all participants should come to the presentation place and be ready to answer questions from audience and instructors. Ideally, all participants of the group should participate in both writing and presenting the case report.

Extra points (up to 5 points) you can get based on your participation in discussions of other groups’ presentations. These 5 points are given individually (i.e., based on individual participation in discussions).