

Executive Summary Structure

Case Study Report

1. Purpose of the Report

Briefly state the purpose and scope of the case study. Define the issue or challenge addressed and why it is important.

2. Key Background Information

Summarize relevant background details, including context, stakeholders, and any critical information needed to understand the case.

3. Main Findings

Outline the most significant observations, results, or discoveries from the case analysis. Focus on evidence and data leading to conclusions.

4. Analysis

Briefly discuss the implications of the findings. Highlight cause-effect relationships, patterns, or strategic insights derived from the analysis.

5. Recommendations

State concise, actionable recommendations or proposed solutions based on the findings and analysis. Indicate any priorities or next steps if applicable.

6. Conclusion

Summarize the overall impact or takeaway of the report. Reinforce main recommendations or outcomes for the reader.

Important Notes

- Keep the executive summary clear, concise, and limited to 1-2 pages maximum.
- Write for readers who may not read the full report—highlight only the most essential information.
- Avoid technical jargon; use plain language whenever possible.
- Ensure the summary can stand alone and give a complete overview of the case study report.
- Review and revise for clarity, accuracy, and logical flow.