MEMORANDUM

TO: [NAME THE REAL-WORLD AUDIENCE (THE PERSON/COMPANY YOU’RE ADVISING)]
FROM: TEAM #10, DOWIE, CHEATUM, & HOWE [TEAM #/NAMES]
SUBJECT: RECOMMENDATIONS CONCERNING … [CONCISE BUT DESCRIPTIVE (APPROX. 3-5 WORDS)]
DATE: 9/25/2014
CC: [ANYONE WHO WILL READ MEMO BUT IS NOT THE INTENDED RECIPIENT]

SUMMARY [Use as heading]
One short paragraph to introduce me to the case. [This is the Introduction. It may be more than one paragraph (for more complex cases), but it must get to the point quickly. Summarize your understanding of the case and summarize your solution.]

RECOMMENDATIONS [Use as heading]
Limit recommendations to one to three paragraphs.

- Recommendation 1 [Recommendations may appear as a bulleted list followed by more developed paragraphs, or you may address each recommendation in its own paragraph.]

- Recommendation 2

[Clearly identify and define your recommendations (quantified or qualified?), but keep it simple. Details and support appear in the body of the memo, not here.]

BODY OF THE TEXT [Rename heading, and use multiple headings, if appropriate. Each heading may contain subheadings, if appropriate. The reader should know from the heading what you’re discussing in a given section.]

Use complete paragraphs. This will be the longest section.

[Demonstrate your knowledge of course concepts and your critical thinking skills in this section. Fully support your conclusions. ALSO take a few sentences to play devil’s advocate. What if the recommendations are implemented and everything goes to ----? Demonstrate that you can recognize the risks.]

Refer to Appendix A for an explanation…. [Don’t just insert references; define what the reader should take away from the referenced chart, table, or graph, etc. Label all charts, tables and graphs clearly and professionally.]

CONCLUSION [Use as heading]
A several sentence overview of the material, followed by a reminder of the reason for the memo (i.e., it was requested material, you want a meeting to discuss this material, you want a reply by a certain date, etc.). [Keep it clear and professional. The conclusion leaves a lasting impression.]

*Other Considerations*

- The memo should be between two and three pages.

- Answer all questions AND use the text book!!!! What chapters are alluded to in each case? You must use “A GUIDE TO CASES ANALYSIS” in your text book!

- A professional memo requires a combination of clear and thoughtful analysis, logical organization and presentation of materials, and proper sentence structure, grammar, spelling, etc.