Writing a summary paragraph about a case study

A case study paragraph does not follow the PEEL stages.

When writing an extended response or report, sometimes we need to start with a summary paragraph about the case study. A case study summary paragraph gives the reader enough information to understand the background. A good case study paragraph answers these questions:

- What does the business do?
- Who owns it?
- How will the case study be relevant to the assignment question or instruction?

Successful writers know that a case study paragraph should be brief (that is, not a whole page!)

Read this example of a case study paragraph.

Acme Pty Ltd is an online retailer that sells high quality children's toys and educational games. Acme Pty Ltd is owned by two Australian entrepreneurs, Taylor and Maddie Davis. Acme is expanding rapidly so it is an interesting case study of managing growth.

What does the business do?

Who owns it?

How will the case study be relevant to the question?

Write a case study summary paragraph about OneShift.

Reminder - The assignment question is:

How can businesses manage growth effectively?

What does the business do?

Who owns it?

How will the case study be relevant to the question?