CASE ANALYSIS
LESSON 1

NATIONAL BUSINESS PROGRAM
2021 Spring/Summer

FUSE SOCIETY

WHO ARE WE?

FUSE Society is a **youth-led non-profit** organization that works to **promote accessibility to business literacy** for youth across Canada.

@fusesociety | www.fusesociety.ca

LESSON 1 AGENDA

SECTION 1 - **WHAT IS A CASE STUDY?**

SECTION 2 - **CASE STUDY STRUCTURE**

SECTION 3 - **CASE STUDY ANALYSIS**

SECTION 4 - **SUMMARY**

1 | WHAT IS A
CASE STUDY?

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DEFINITION OF A CASE STUDY

An **intensive**, **systematic investigation** to examine complex variables to increase understanding of them.

- **CASE** - a package of information that includes context of the situation provided, and problems within it

2 | CASE STUDY
STRUCTURE

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CASE STRUCTURE

1 PROBLEM IDENTIFICATION

2 SWOT ANALYSIS

3 TARGET MARKET ANALYSIS

4 COMPETITOR ANALYSIS

5 PRODUCT LIFE CYCLE

6 CONSUMER DECISION JOURNEY

7 PESTLE ANALYSIS

8 VALUE PROPOSITION CANVAS

9 SOLUTION

10 IMPLEMENTATION PLAN

11 RISKS AND MITIGATIONS

12 FINANCIAL ANALYSIS

13 CONCLUSION/SUMMARY

3 | CASE STUDY ANALYSIS

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3.1 | PROBLEM STATEMENT

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PAST → PRESENT → FUTURE

" **After** being acquired by 3G Capital, Tim Hortons **must now** explore ways to **expand internationally** and **thrive** in the competitive fast food market. "

3.2 | SWOT ANALYSIS

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SWOT ANALYSIS OF TIM HORTONS

STRENGTHS	• **Internal** (controllable)	• **Tim Hortons**: Quick Service
WEAKNESSES	• **Internal** (controllable)	• **Tim Hortons**: Canada-only
OPPORTUNITIES	• **External** (uncontrollable)	• **Tim Hortons**: Catering
THREATS	• **External** (uncontrollable)	• Ex. Natural Disasters

SWOT ANALYSIS OF APPLE

STRENGTHS
- Strong Brand Image
- World-Renowned
- Cutting-Edge Technology
- Loyal Customer Base

WEAKNESSES
- Fairly Limiting Devices
- High Prices

OPPORTUNITIES
- Partnerships
- New Technologies

THREATS
- Competitors
- Court Cases

3.3 | TARGET MARKET ANALYSIS

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TARGET MARKET ANALYSIS

DEMOGRAPHIC

- **Who?**

Ex. Age, Gender, Income, etc.

GEOGRAPHIC

- **Where?**

Ex. Lower Mainland, Calgary, the GTA

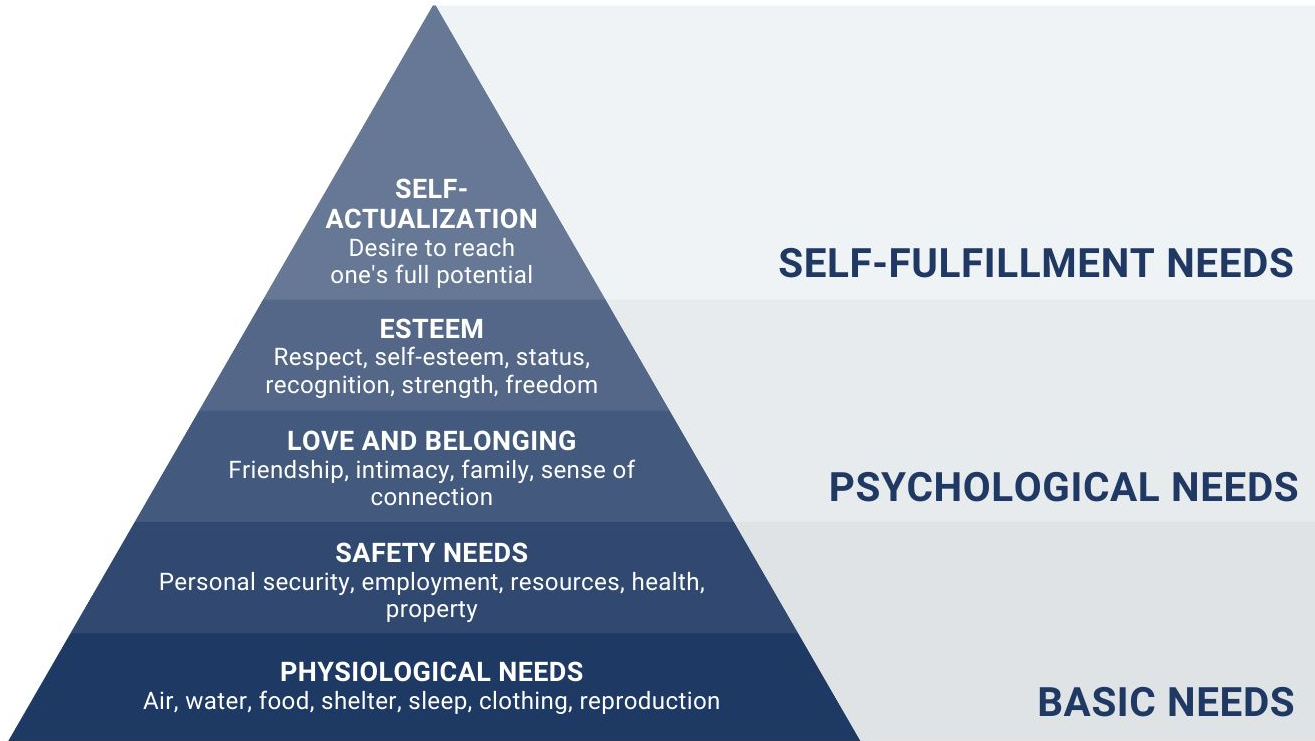## PSYCHOGRAPHIC

- **Values, Feelings, Mindset**

Ex. Eco-Friendly, Social

BEHAVIOURAL

- **Behaviour, Actions, Lifestyle**

Ex. Likes to Shop, Active

MASLOW'S HIERARCHY OF NEEDS

SELF-ACTUALIZATION
Desire to reach one's full potential

ESTEEM
Respect, self-esteem, status, recognition, strength, freedom

LOVE AND BELONGING
Friendship, intimacy, family, sense of connection

SAFETY NEEDS
Personal security, employment, resources, health, property

PHYSIOLOGICAL NEEDS
Air, water, food, shelter, sleep, clothing, reproduction

SELF-FULFILLMENT NEEDS

PSYCHOLOGICAL NEEDS

BASIC NEEDS

TARGET MARKET ANALYSIS EXAMPLE

DEMOGRAPHIC

- Aged {12-21}
- Low to Middle-Class
- All Cultural Backgrounds

GEOGRAPHIC

- Located in Metro-Vancouver Area
- Urban Developed Areas

PSYCHOGRAPHIC

- Outgoing Personality
- Seek New Opportunities
- Value Well-Being of Others

BEHAVIOURAL

- Convenient and Quality Food
- Looking for a Varied Menu
- Involved within Community

3.4 | 4 P'S OF MARKETING

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THE 4 P'S OF MARKETING

PRODUCT

- What are you selling? Is your product tangible or intangible? What is your USP?

PRICE

- How much is it? How does this price relate to your target market/product?

PLACE

- Where can your product be purchased? Where is your business located?

PROMOTION

- What are your distribution channels? How can you attract your market?

MCDONALD'S

AMADON

SAMSUNG

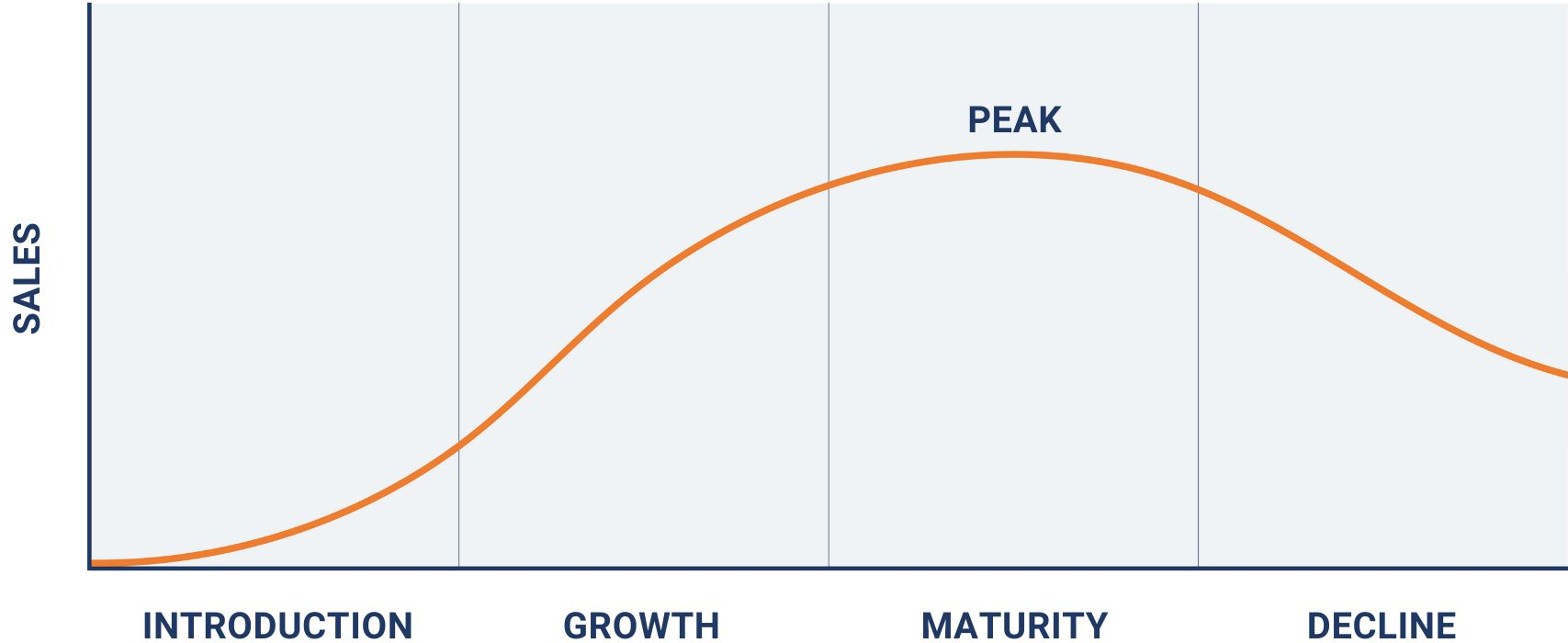# 3.5 COMPETITOR ANALYSIS

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DIRECT VS. INDIRECT

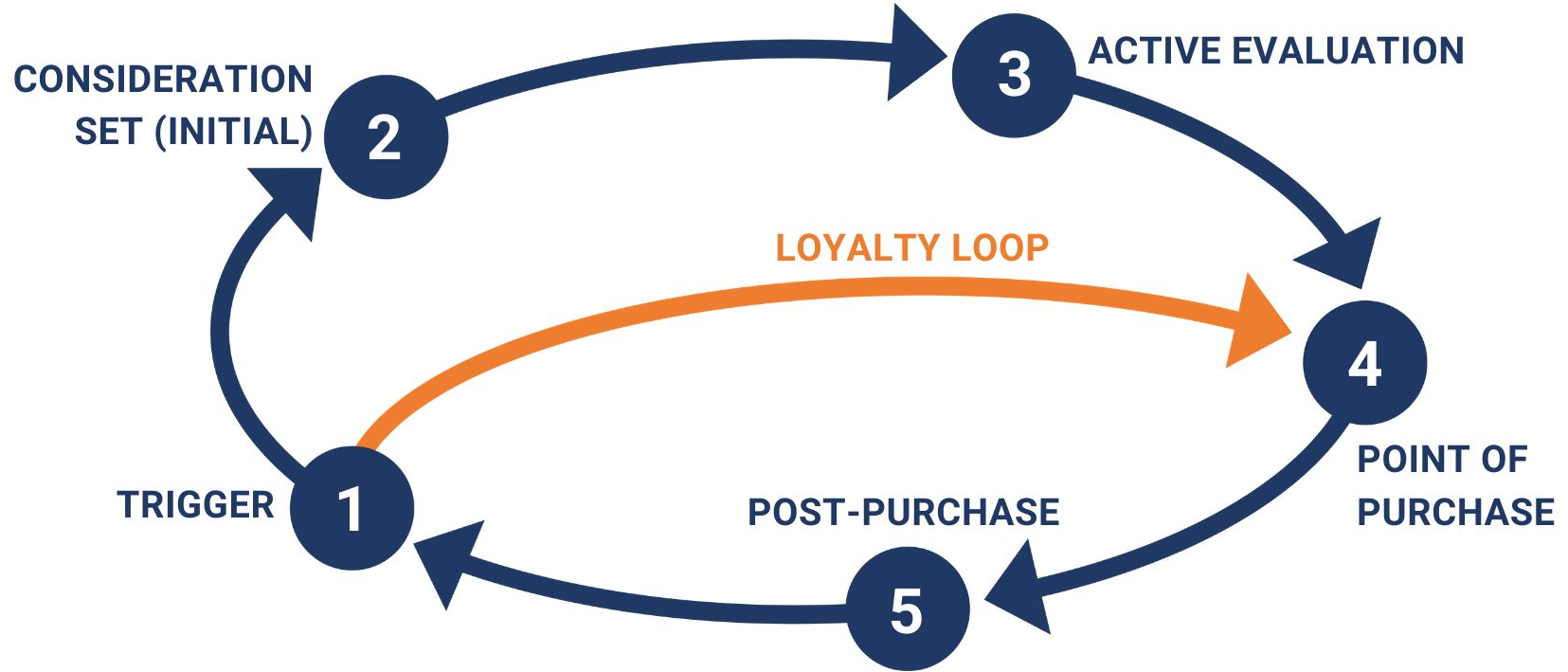| RESTAURANT CHAIN	BURGER KING	Wendy's	A&W
PRODUCT	• 2nd largest U.S. hamburger chain • Flame-grilled Whoppers	• Diverse burger and fast food chain • Fries, Chili, and Frosties	• Canadian chain • Burgers and root beers
PLACE	• Founded: Jacksonville, Florida, U.S. • 281 Canadian locations	• Founded: Columbus, Ohio, U.S. • 368 Canadian locations	• Founded: Winnipeg, Manitoba, Canada • 850 Canadian locations
PRICE	• $4.99 Avg Cheque Price	• $5.18 Avg Cheque Price	• $9.22 Avg Cheque Price
PROMOTION	• TV Advertisements • Radio • 'Whopper Wednesday'	• TV Advertisements • Social Media • Wendy's 2 for $5 Meal	• TV Advertisements • Radio & Social Media • A&W Burger Combo Deal

3.6 USEFUL TOOLS

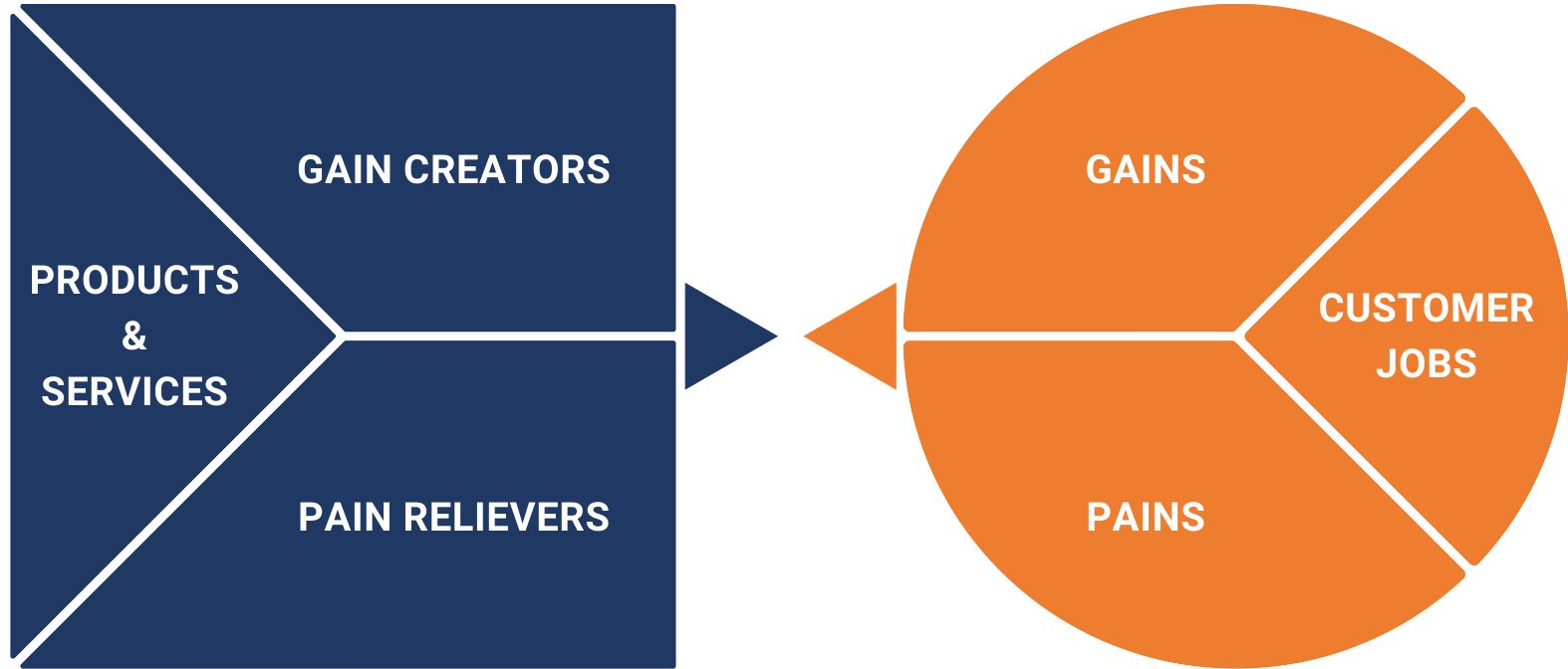## NATIONAL BUSINESS PROGRAM
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PRODUCT LIFE CYCLE

SALES

PEAK

INTRODUCTION   GROWTH   MATURITY   DECLINE

CONSUMER DECISION JOURNEY

CONSIDERATION
SET (INITIAL)

2

3 ACTIVE EVALUATION

LOYALTY LOOP

4

TRIGGER 1

POINT OF
PURCHASE

POST-PURCHASE

5

PESTLE ANALYSIS

P	E	S	T	L	E
POLITICAL	**ECONOMIC**	**SOCIAL**	**TECHNOLOGICAL**	**LEGAL**	**ENVIRONMENTAL**
Stability of Government	Economic Growth	Societal Trends	Informational Advances	Tax Policies	Customer Attitudes
Policy and Legislation	Employment Rates	Lifestyle Influences	Technology Adoption Rates	Employment Laws	Area Specific Regulations
Global Influences	Inflation Rates	Demographics	Inflation Rates	Industry Regulations	
		Income Distribution			

VALUE PROPOSITION CANVAS

4 | CASE ANALYSIS
SUMMARY

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ANY QUESTIONS?

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RESOURCES AND PACKAGES

LESSON 1 SUPPLEMENTARY PACKAGE: http://tiny.cc/supplementary-nbp-1

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