

# CASE SOLUTION

# LESSON 2



**NATIONAL BUSINESS PROGRAM**

2021 Spring/Summer

# LESSON 2 AGENDA

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SECTION 0 - **LESSON 1 REVIEW**

SECTION 1 - **THE CASE SOLUTION**

SECTION 2 - **IMPLEMENTATION PLAN**

SECTION 3 - **RISKS AND MITIGATIONS**

SECTION 4 - **CONCLUSION**

SECTION 5 - **SUMMARY**

# 0 | LESSON 1 REVIEW ANALYSIS



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# CASE STRUCTURE REVIEW

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- 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

# KAHOOT REVIEW!

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# 1 | CASE STUDY SOLUTION



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# REAL WORLD CONNECTIONS

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# CASE SOLUTION STEPS

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- 1** Provide **specific** and **realistic** solution(s) or changes needed.
- 2** Explain **why** this solution was chosen.
- 3** **Support** this solution with solid evidence, such as:
  - Concepts** from class (text readings, models, lectures)
  - Outside **research** (examples from real corporations)
  - Personal **experience** (anecdotes)



# 1 | PROVIDE SOLUTION(S) OR CHANGES NEEDED.

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A **strategy** or **effective means** to dealing with a problem or situation by **drawing information from a case**.

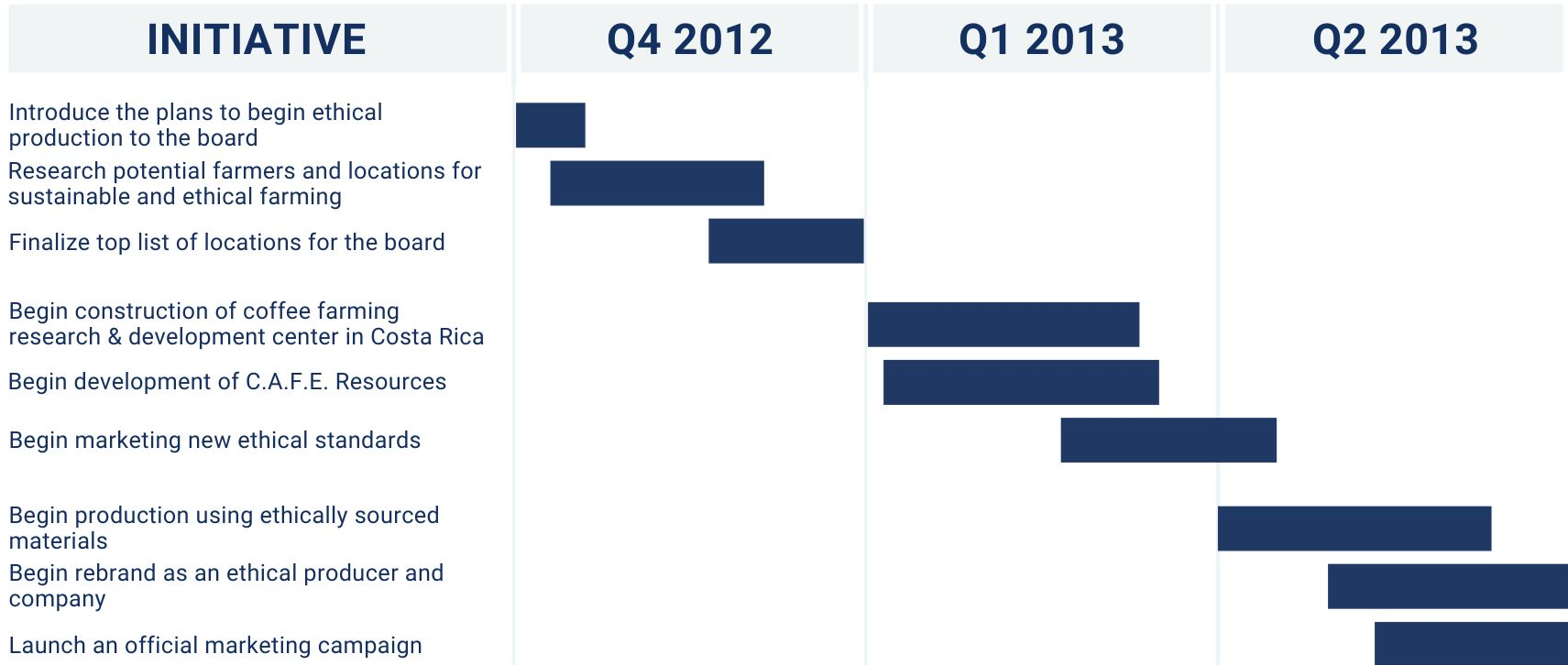
- *No single "right or wrong" answer*
- *Sometimes, the best solutions are the simplest ones*
- *Consider feasibility (is it actually possible)*
- *Do not leave any loopholes*

# 2 | IMPLEMENTATION PLAN



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# STARBUCKS IMPLEMENTATION PLAN



# STARBUCKS IMPLEMENTATION TIMELINE



## 2 | EXPLAIN WHY THIS SOLUTION WAS CHOSEN.

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Use a **Decision Matrix** to explain your choice of solution.

- *Consider the criteria you created to determine your solution.*
- *Compare your idea amongst other alternatives.*
- *Prove why among the options, this is the best solution.*

# DECISION MATRIX

	Expansion Location	Domestic Market Size	Tourist Appeal	Business Appeal	Luxury Appeal	Final Score
Phase 3	Edmonton	5	5	4	4	18
	Victoria	2	8	2	7	19
	Winnipeg	5	4	5	5	19
Phase 2	Ottawa	5	5	9	4	23
	Quebec City	4	7	5	8	24
	Banff / Calgary	7	10	4	8	29
Phase 1	Vancouver	9	7	8	9	33
	Mont-Tremblant / Montreal	10	8	7	8	33

## 3 | SUPPORT YOUR SOLUTION WITH EVIDENCE.

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Support what you say through your presentation and analysis.

- *Do the research and utilize your analysis*
- *Have supporting evidence for **all claims***
- *Use logical inferences*

# 3

RISKS AND

MITIGATIONS



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# RISK CONSIDERATIONS FOR STARBUCKS



**1 UNCERTAIN CLIMATE**  
Changing suppliers can pose logistical difficulties for both parties. Poor communication can lead to delays and inefficiency.

**2 QUALITY ASSURANCE**  
Ethically sourced goods do not necessarily correlate to higher quality products. New suppliers may fail to meet previously established standards for quality.

## STRATEGIC MITIGATION

**1 UNCERTAIN CLIMATE**  
To combat the difficulties, we can:

- Maintain stricter control on supplier operations during the initial months to reduce potential errors
- Inflate the starting budget in anticipation of any problems regarding operations that may arise

**2 QUALITY ASSURANCE**  
To assure quality, we can

- Instill a competitive environment within supplies to further incentivize quality improvement
- Reward high-performing suppliers with increase patronage and support

# 4

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# CONCLUSION



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# CONCLUSION ELEMENTS

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- 1 Revisit the **Problem Statement**
- 2 Summarize your **Solution**
- 3 Draw **Connections**
- 4 Tie everything back to the **Introduction**
- 5 Answer all **Questions**

5

CASE SOLUTION

SUMMARY



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# ANY QUESTIONS?

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# RESOURCES AND PACKAGES

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LESSON 2 SUPPLEMENTARY PACKAGE: <https://tinyurl.com/33oottxq>



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