

Business Policy

Next Class

We meet at Saturday 9th December. 10.00-13.15.

Homework

- Define your project topic
- Be ready to discuss Ben & Jerry case
(based on questions given next page)

Case study analysis Ben & Jerry's

- < Discuss the following questions & prepare the analysis so that you can present them in class
 - < Summary on the case
(what is happening, which challenges does the protagonist face)
 - < Describe the Industry's dominant economic features
 - < Describe competitive forces with the help of Porters 5-forces analysis
 - < Describe the forces which are driving industry change
 - < Prepare a strategic group map - what market positions do rival occupy – how strong are they?
 - < What are the strategic moves you expect competition to make next?
 - < Analyze Ben & Jerry's financials
 - < SWOT for Ben & Jerry's based on previous analysis
- < Discussion in class