

# [Sample] Open Case Analysis

*Notice: This is a sample to demonstrate the test form and format for the event of Open Case Analysis.*

## **Background Information**

*Coffee Busters* is a national coffee chain retailer in the United States. The company offers both eat-in and take-out coffee products and has more than 100 stores in the state. The company has been in business for over eight years and has developed a strong domestic customer base. Over the past two years, the company's sales have been solid but appear to be leveling off while the company maintains offering great products at fair prices. The company is now interested in looking at other ways of distributing products in order to increase sales.

## **Scenario**

The board of the company has decided to expand the company's offerings outside the domestic market, and your project team is appointed to draft an overall strategic plan for business expansion. You must come up with a list of possible options for new revenue sources and customer bases that you will then present to the board of directors. Also you should consider the market entry strategies, estimate returns and identify the potential risks for each option.

## **Things to Consider**

- The countries or regions to expand the business.
- The positive and negative aspects of each option.
- The most important factors in determining if you expand or not.
- Whether the company need to change the products or retail model in specific markets and its impacts.
- Whether the changes can possibly affect the company's local uniqueness and customer base.

## **You must address the following in your presentation:**

- The scenario and scope involved.
- Your position and why.
- Effective solutions to the proposed business problem.