



ENTREPRENEURSHIP CASE STUDY

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive, and the judges will ask questions throughout the presentation. You (members) are the executive members of Coffee Busters. You are considering possible expansion into other markets outside of the Northwestern United States in order to increase company revenue. You will be presenting your ideas to the board of directors for approval.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

PERFORMANCE INDICATORS

- Identify current business trends to recognize changes needed in business operation.
- Determine how to motivate and supervise personnel to achieve completion of projects and company goals.
- Evaluate potential work schedules and personnel to maximize operations.

CASE STUDY SITUATION

Background Information

Coffee Busters is a local coffee roaster in the Northwestern United States. Your company has been in business for over eight years and has developed a strong customer base. Over the past two years, your sales have been solid but appear to be leveling off. You know you have a great product at a great price. Your company is now interested in looking at other ways of distributing your product in order to increase sales.

Scenario

Your team has decided to expand the company's offerings outside the local market. You must come up with a list of possible options for new revenue sources and customer bases that you will then present to your board of directors. It is important that you present at least three different options to the board for review. The options should include local, state, and national distribution channels. An overview should be presented as to what parameters will be used in determining the validity of each option.

Other Useful Information

- The company has the ability to expand into a warehouse near the current retail shop.
- Financing for the project is available to handle a large-scale expansion.
- The board is reluctant to expand past the current customer base for fear that the quality of the product may decline.

Things to Consider

- The positive and negative aspects of each option.
- The types of questions you need to ask the customers.
- The most important factors in determining if you expand or not.
- Why you believe 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 for meeting the customer's needs.