

# Case study example

Business



Case Study Case Study Question The article is about nutritional comparison between vegetable (kales) and Häagen-Dazs Dazzler. The writer describes the two citing their nutritional content and value (CSPI, 2015). Obviously, vegetables are better and have remarkable nutritional value. A clear but comprehensive recipe for both has been provided that helps a person intending to prepare a dish using them can procedurally follow. Kales have been portrayed and described as the right food stuff for those who care about their diet and it should include it in their meals. This is based on the expert opinion that vegetables form a huge part of a healthy diet. This, therefore, means that a twist may be seen in the restaurant industry in terms of what they prepare and avail in menus to customers.

The realization of the value of vegetables and the role they play in shaping dietary life implies that people will shift from Häagen-Dazs Dazzler to vegetables as many would not wish to gain weight associated with junk foods. The hotel industry integrates a system in which every meal served must have some vegetables on the side (CSPI, 2015). Customers are more likely to feel satisfied only when they eat vegetables along with whatever meal they are taking. This revelation is enough to persuade the restaurant industry to revise and regulate their production in terms of how much Häagen-Dazs Dazzler and vegetables they avail to customers. Continued campaign for vegetables over Häagen-Dazs Dazzler will sensitize the public about eating right; therefore, the industry will have to comply by the customers' demands.

## Question 2

It is essential to make it clear that the Centre for Science in the Public Interest (CSPI) is genuine in the claims made. New research discoveries <https://assignbuster.com/case-study-example-essay-samples-22/>

imply that people will definitely change their behaviors and consequently the industries that serve them will have to modify and adapt to the changes. The revelations exposed by the organization in healthy dietary has shed light on what exactly it means to eat whatever one chooses and the possible outcomes to one's health (Shils, 2005, p. 143).

The scientific manner in which CSPI carries out its procedures makes it reliable as its outcomes and claims are thoroughly researched. It has been a tradition especially in the American culture for people to prefer fast foods over well prepared and nutritionally rich meals. The emerging reports presented by CSPI give people a different outlook into nutrition matters. The restaurant industry also has to alter its every day way of doing things and adopt new strategies so as to retain and attract customers. For example, consumers will order foods that are low in fats, rich in vegetables and generally nutritious and this will make production of rich-in-fat foods sell lowly in the hotels or restaurant industry. The CSPI campaign, therefore, directly affects the restaurant industry and it has to skew its actions towards the proposals of the CSPI (Jacobson, et al., 2006, p. 89).

### Conclusion

The issues raised by CSPI are quite justified and it is time the restaurant industry changes and implements the highlighted proposals. The industry must understand that customer's health should be a priority and selling and offering services that compromise or threaten a person's dietary health will have marketing consequences. Efforts, therefore, should be made to alter the restaurant industry and make it more fulfilling through serving nutritious meals.

### References

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