

Case study instruction

Business



Examine the financial reports in the case to determine the company's profitability, liquidity, leverage and activity ratios. Based on these ratios what is your assessment of the company's performance? Justify your answer.

3.

Perform a SOOT analysis of Google. 4. Describe Google's value chain. What is the source of the company's competitive advantage? 4) Case Study 4 Case 16: " Sara Lee Corporation in 2011: Has its retrenchment Strategy been Successful? " by Arthur Thompson and John E.

Gamble, CHIC- CHIC. 1 . What strategy has Sara Lee used to grow its business? 2. Why is Sara Lee retrenching? How is it determining what units to retrench? 3.

Examine the financial results in Exhibit 4 and determine how the company has been doing by calculating profitability, liquidity, leverage and activity ratios.

Based on these ratios what is your assessment of the company's performance? Justify your answer. 4. Which ones of the five generic strategies has Sara Lee used for Handbrakes, North American Foddering, International Beverage, International Bakery and International Household and Body Care? 5) Case Study Assignment 6 The case study assignment for module 6 draws on the following textbook case: Case 17: " Smacker's In 2011: Expanding the Business Lineup," by John E. Gamble, CHIC-CHIC. Smacker's has multiple product lines.

Explain how well they fit with each other. Company has been contributing to increasing shareholder value. Report your financial calculations. 3. What are the key challenges in the processed foods industry? How well is Smacker's positioned to take advantage of the changes in the industry? 4.

Looking at how Smacker's has grown in the past, what would recommend the company do to continue to grow and succeed? 6) case study 7 Case 28: "Countrywide Financial Corp.. And the Supreme Mortgage Debacle," by Ronald W Eastern, CHIC-CHIC. 1 .

Explain the cause of the housing bubble and its burst in the mid-2000s.

To what extent is this problem the result of ethical failure? Explain. 2.

Evaluate Countrywide's role in the supreme mortgage debacle. Was the company's conduct unethical or illegal? 3. If we are to ensure that a crisis such as the supreme mortgage debacle does not occur again, what changes should occur in companies such as Countrywide? 4.

Using this case as an example, who benefits and who gets hurt when a company engages in unethical or socially irresponsible behavior? 7) case study 8 Case 38: "Struck' Strategy and Internal Initiatives to Return to Profitable Growth," by Arthur A. Thompson and Amit].

Shah, CHIC- CHIC. 1 . Evaluate the role played by Howard Schultz in the growth and success of Struck.

Is the company in danger of relying too heavily on Mr... Schultz? 2. Discuss the business engineering processes used by Struck to stay competitive. How does the company track performance and use its control systems? 3.

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What is the compensation strategy that the company has used to motivate its employees to focus on the company's strategy and its execution? 4. How would you describe Struck' corporate culture? What is the relevance of corporate culture for Struck' future growth and success?