



 **SAGE businesscases**

How to prepare for the real-world of business

SAGE Business Cases for professional success

Being agile and innovative is necessary in a global business world that moves at lightning speed. **SAGE Business Cases** fosters the needed skills and strategy for transformative business research. Our library model ensures that all students have unlimited access to our global case collection of over 4,250 cases, cutting their direct costs while building future impact.

We know cases are fundamental to many business courses. It's time to discover all the ways **SAGE Business Cases** can help prepare students beyond the classroom for their next-step success.

Choose your sector and size

Torn between going corporate or nonprofit? Joining a large or small company? Read cases that explain the difference in operations and culture.

Public administration:

A Day in the Life of a District Magistrate

Franchising:

Krispy Kreme: The Franchisor That Went Stale

Social enterprise:

Patagonia: Closing the Loop on Packaging Pollution

Large non-profit:

Peace Corps Redux: Assessing Intentional Turnover as an HR Policy

Small non-profit:

Deborah Cullinan and Yerba Buena Center for the Arts

Large for-profit company:

Unilever's Mission for Vitality

Explore industries

Tech, Hospitality, Music, Healthcare—we've got it all. Discover the inner workings of different worlds to find your passion.

Agriculture:

Ethanol Subsidies: Corny Economics?

Finance:

Kueski: Revolutionizing Consumer Credit in Mexico

Health Care:

A Strategy for Clarinda Regional Health Center

Hospitality:

Better Collections: Trays, A3s and Inquiry at the Vineyard Hotel

Retail Trade:

The Glenridge Retail Development

Real Estate:

The Right of Acquisition: Options in Commercial Real Estate

Sports:

Scandal in College Basketball: A Case Study of Image Repair via Facebook

Technology:

Uber South Africa and Digital Disruption: Innovating for Micro-Entrepreneurs in an Emerging Market

Tourism:

Wildlife Tourism as a Form of Ecotourism: The Case of the Sacred Monkey Forest Sanctuary of Ubud, Bali

Be your own boss

Research the path to success. Prepare to start your own business by analyzing examples of failures and successes.

The Business Tycoon, Robert Aston: The Rise and Fall of a Family Empire

Study Smart Tutors: A Case of Entrepreneurial Dilemmas and Opportunities to Break Through

Unique Growth Barriers

Managing to Sell but Failing to Communicate: The Case of the Family Behind Dow Jones

Enterprise Financing: A Case of Crowdfunding

Get hired

But first, know the ethics of using social media as an employee.

Firing Employees for Their Social Media Posts: Ethical and Legal Issues

Manage and inspire others

Learn how to motivate on the job.

Brian Bruce – New Century Leader

Dara Khosrowshahi: Changing the Company Culture at Uber

Enter the world of big biz

Applying to a big multi-national company and not sure where to start? We have cases on many of the top 100 global brands to help you get an insight into their history and crush that interview.

Strategic Leadership and Innovation at Apple Inc.

Disruption in Detroit: Ford, Silicon Valley, and Beyond

Coca-Cola's MDCs: Distribution Effectiveness vs Social Responsibility?

Free consult

Did you know that consulting firms use cases during interviews? **SAGE Business Cases** features all nine types of cases used by companies such as McKinsey and Bain during their hiring process.

1. Entering a new market

These cases will present you with information about potential markets and ask you to choose which new market a business should enter. Your choice should be based on key indicators such as the total size of the market in dollars, the number of competitors, minimum efficient scale, and market conditions (shrinking, growing, or stagnant).

Patidar Exports Private Limited

CavinKare Private Limited (B): Entry into Soaps and Detergents Market

JustFoodForDogs: The World's First Dog Kitchen

2. Developing a new product

These cases will introduce you to a potential new product and ask you to consider if the company should go ahead with the launch or identify and solve any problems that might occur. When planning for this type of case students should consider: the potential market for the product, profitability of the product (cost to introduce product, expected revenues), competitor reaction (could it be copied, do competing products already exist), and whether the new product fits the company and current product line.

Developing New Spectacles

Energy Gel: A New Product Introduction (A)

Positioning the Tata Nano (A)

Positioning the Tata Nano (B)

3. Growth Strategies

Cases that focus on growth will ask you to consider how a company should expand. You can break your answer down into four categories: selling more of the current product, selling new products, selling in existing markets, and moving into new markets.

4. Price Strategies

Cases that focus on price will ask you to recommend what the price of a new product should be. In these cases, students should bear in mind the fixed cost of producing the product, the cost of competitive products, needs and expectations of customers, and the goals of the client (e.g., increase in revenue or market share).

5. Starting a new business

These cases will give you a scenario about a new company that is about to be launched and ask you to consider if it makes good business sense to enter the market. In your response, be sure to look at the project from all angles: management team, strategic plan, distribution channels, product, customers, and finance.

6. Increasing profitability

These cases will ask you to increase the profitability of a business. Your answer can be structured into two components: increasing revenue and decreasing costs. Then, you can split each of those further—increasing revenue means increasing your price or increasing the number of things you sell; decreasing costs means decreasing fixed costs or decreasing variable costs.

7. Acquiring a company

These cases will present you with information about a potential merger or acquisition of a company. You will be expected to suggest if you recommend the merger or see potential problems with the deal. In planning for these cases you should be considering: financial details, product-line synergies, market reaction, and culture issues between the two companies.

Growth Strategy of a Contract Automobile Manufacturer in Turkey During the 2008–2009 Financial Crisis

Pedigree Growth Strategy (A)

Pedigree Growth Strategy (B)

Cannabusiness in Washington D.C.

Merck: Pricing Gardasil

Eurotunnel versus the Ferries

Carolina Lunker Sauce

Disrupting the Retail Tyre Market: Aligning Utyre's Brand Strategy to Drive Future Growth

Pet Arabia: Middle Eastern Entrepreneurial Venturing for a Man's Best Friend

The Fruit and Vegetable Snacks Venture

Pelarsen Windows: Humans v. Robots

Bridgestone Behavioral Health Center: Cost-Volume-Profit (CVP) Analysis for Planning and Control

BHP Billiton: Mining Potash

Analysis and Valuation of Weight Multiplier (WM)



8. Turning around a failing company

These cases will present you with a company that is rapidly losing revenue or market share and ask you to formulate a plan to make it profitable once more. In these cases you will need to gather as much as information as you can about the company to understand why it is failing. Have the costs variable or fixed changed? Why are people no longer buying a product? Is there a decrease in efficiency? When choosing an appropriate action, be creative but have a structured plan as to how you will turn the company around.

Elan Corporation Turnaround

Crisis Response Strategy of an Art Organization

Kolkata Port Trust

9. Response to a competitor's action

These cases ask you to formulate a response to a competitor's action (e.g. the launch of a new competing product). When creating an answer for these cases you might want to consider what is the competitor's new product and how does it differ from ours? What has the competitor done differently? Have any other competitors picked up market share? Common response actions to a hostile move by competitor businesses include: acquiring the competitor, merging with a competitor, or using marketing and public relations to increase profile.

A.1. Steak Sauce: Lawry's Defense

Mobilink—Pricing Under Competition

Disruption in Detroit: Ford, Silicon Valley, and Beyond

Are you ready?

From foundational understanding of current business issues to real-world study and application, **SAGE Business Cases** go beyond the classroom, teaching you how to research and prepare for success. Plus, with authorized alumni access, graduates can use our resources to prepare for job interviews or build an entrepreneurial business plan.

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Business Education Alliance



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