

BUS150 Spring 2022

Case 1

Case 1 is worth 150 points. The case is located at the end of chapter 3 on page 94 of most versions of the textbook. The title of the case is Running a Business: Let's Go Get a Graeter's! You will be assessed in three ways, appearance, format and content. The case is due on Tuesday February 8 in class.

Appearance: 25 points

Your case must have a cover sheet. The sheet must contain your name, the class, the assignment and the date or semester. Use business fonts only. Do not use script fonts that look like handwriting. Examples of business fonts are Times New Roman, Calibri, Garamond or Ariel. Do not use oversized fonts. Use 12 up to 16-point fonts. If you have never done a cover sheet review an APA cover sheet.

Format: 25 points

Print the question in bold face first, skip a line, and then write your answer. Use business fonts only and use 11 or 12-point font size. Your whole case should be double spaced. Remember, this is a business document and should be easy to read.

Content: 150 points

The correctness of your answer is based on how close your answer is to the answer provided by the authors of the book.

I have attached a copy of the case for students, who may still be waiting for their textbooks. The questions are:

- 1) ***How have Graeter's owners used the four factors of production to build the business over time?***
- 2) ***Which of Graeter's stakeholders are most affected by the family's decision to take a long-term view of the business rather than aiming for short-term profit? Explain.***
- 3) ***Knowing that Graeters competes with multinational corporations as well as small businesses, would you recommend Graeter's expand by licensing its brand to a company in another country? Why or why not?***