

Exercise 5.5 A Loaf of Bread, a Jug of Wine ...

Instructions

In this exercise you will be assigned the role of Vive la Vino! owner Giada, Healthy Kneads proprietor Ramona, or an observer. Your instructor will provide you with confidential role sheets based on your assigned role. Read all information provided and complete the worksheet based on your knowledge of the situation.

Overview

Vive la Vino! is a wine shop owned by Giada Lombardi located in Oakdale. Giada opened Vive la Vino! fifteen years ago after her husband suddenly passed away. She started out in a small storefront and built the business from the ground up. She worked long hours, six days a week. In the early days she had help from her two teenage children, but ultimately they went off to college, got married, and began families of their own. Giada had hoped that they would return to Oakdale to help her with the business, but both of them opted to follow different career paths. Giada respected their need to live their own lives, but missed having them nearby. Two years ago Vive la Vino! had outgrown the original location and Giada decided to take a leap of faith. She purchased and renovated an old building in the heart of the city. For many years, there had been talk of revitalizing the downtown area and Giada wanted to be part of that and give back to the community that had rallied around her after her husband died. The new building was large and to help cover the expenses, Giada decided to rent out part of the building to Healthy Kneads, a boutique bakery.

Healthy Kneads is owned by Ramona Ruiz who started the bakery in her home three years ago. She soon found that trying to build the business from her home kitchen was problematic. She needed more space to make the variety of breads and other baked goods that her customers wanted. She thought that her prayers had been answered when Giada moved into her new building and had extra space available for rent. Initially it worked well; Ramona had the space she needed and was able to cover all of her expenses. In the past year it became increasingly difficult for her to pay her bills after the local economy took yet another hit when its largest employer announced they were moving their operations out of the country. Both Vive la Vino! and Healthy Kneads typically see a decrease in business during the winter months, but this year has been especially tough with the high unemployment rate in the county. The bakery was particularly hard hit and is now three months behind in rent. Giada has threatened to begin the process to evict Ramona so she can rent the space to someone else.

Worksheet: Exercise 5.5 A Loaf of Bread, a Jug of Wine ...

Vive la Vino! owner, Giada Lombardi

Interests:

Issue	Opening Demand	Target	Resistance