

# Business Policy

## Next Class

We meet at Saturday 9th December. 10.00-13.15.

## Homework

- Define your project topic
- Be ready to discuss Ben & Jerry case  
(based on questions given next page)

# Case study analysis Ben & Jerry's

- < Discuss the following questions & prepare the analysis so that you can present them in class
  - < Summary on the case  
(what is happening, which challenges does the protagonist face)
  - < Describe the Industry's dominant economic features
  - < Describe competitive forces with the help of Porters 5-forces analysis
  - < Describe the forces which are driving industry change
  - < Prepare a strategic group map - what market positions do rival occupy – how strong are they?
  - < What are the strategic moves you expect competition to make next?
  - < Analyze Ben & Jerry's financials
  - < SWOT for Ben & Jerry's based on previous analysis
- < Discussion in class ....