

SEMESTER EXAM PROJECT

Due Friday, January 8, 2021

Your first semester exam will be a project this year (that's a good thing, right?). Please prepare 6 Google Slides responding to the topics below (1 slide for each topic). This project will represent 10% of your semester grade, just like a regular exam ... so make sure your slides are exceptional!!!

Case Study: "MeatBallZ"

You own and operate a successful Italian Restaurant called MeatBallZ, which you started up about three years ago. You are only open from 11am to 2pm for the lunch crowd and sell about 500 plates of spaghetti a day through your single restaurant location. You want to grow the business and are reviewing your alternatives.



1. Organic Growth. Organic growth is growth achieved by expanding a business internally - for example, adding new products or services for sale.

 - What are some ways that you could grow MeatBallZ through organic growth? Try to give several examples.
2. Intensive Growth Strategies. An intensive growth strategy is a strategy that focuses on cultivating new products or new markets, and sometimes both.

 - What are some ideas for how to grow MeatBallZ using intensive growth strategies? How could you create a NEW product, target a NEW market, or attract more customers in an existing market?
3. Integrative Growth Strategies. An integrative growth strategy is a strategy that emphasizes blending businesses together through acquisitions and mergers.

 - What are some ways that you could expand MeatBallZ through integrative growth strategies? What types of businesses would you target? Why?
4. Diversification Growth Strategies. Every business has a core business, which is the most important focus of the business. A diversification growth strategy is a growth strategy in which a business grows by offering products or services that are different from its core business.

 - What are some ideas for how to grow MeatBallZ using diversification growth strategies? What new products or services could you offer to help the business grow?
5. Challenges to Growth. Growing a business involves many challenges to the entrepreneur.

 - What are some of the challenges that MeatBallZ could face as it grows? Try to think of as many as you can!
6. Franchising and Licensing. A franchise is a business arrangement in which an established company sells others the right to use the company's name and operating plan to sell the products or services in other locations.

 - Could you grow MeatBallZ through a franchise? What are the advantages of doing this? Disadvantages?