



Trial Case for competition in the Rutgers Business School NJC⁴

Additional questions for advisor to ask team

1. Is John McDonald creating a new strategy or extending an existing strategy?

A: He appears to be crafting an extension of his current market driven strategy to please his customers by expanding capacity

2. Would expansion require a change of culture within Boulevard Beer?

A: Yes if the expansion was in the suburbs. Why?? – Due to new employees and different policies.

3. What is this company's core competency?

A: Making and distributing craft beers

4. Do you see any use for McDonald to survey his competition for best practices?

A: Depends on what McDonald wants. If it is expansion he should try and determine what his competition will do when he expands.

5. What should McDonald's focus be at this point?