Case Study Guidelines
MIEIC- Marketing
2021/2022

Case Study:
THE YES: Reimagining the Future of E-Commerce with Artificial Intelligence (AI)

I bought copies of the case that are for this course students exclusive use, so please do not share online.

Presentation in class
- All students must participate on the case debate
- Each of the 4 groups present only one of the questions (in class I will choose the group that presents each question)
- After one group presents one question, the other students discuss and give their opinion
- The aim is to have an open discussion with participation of all students

Dates
- Case presentation and deliverable date : 17th May

Deliverables - upload in moodle until 11 am , 17th April
- Bullet report
    - The bullet report is an extended version of the presentation (in powerpoint or similar format), and should include:
        - Brief description of the company
        - Brief description of the problem(s)
        - Answer to all the questions
        - Clear state advantages and disadvantages of proposed solutions
        - The solution proposed, explaining well why you choose that solution
        - Show all the calculations made.

Evaluation
- 20% of total grade:
    - 25% presentation
    - 50% report
    - 25% individual participation

Case Questions:

1.

What do the early results indicate about product/market fit? What excites you and what worries you?

Which of the following monetization/incremental revenue strategies should Bornstein and Aggarwal pursue? Why? What are the benefits and risks of each?
- •Advertising on the app
- •Brand partner-supported loyalty program
- •Influencer program
- •Peer-to-peer sharing program
- •White label platform for brands and/or for influencers
- •Lead generation for brands

2.

Based on their similarities and differences, how would you further optimize the app to better appeal to Fashionistas? To Fashion Followers? Is it possible and/or desirable to try to satisfy both? Why or why not? If yes, how? If no, which one would you prioritize?

3.

Should Bornstein and Aggarwal invest in improving the algorithm's performance to improve customer satisfaction before they begin pouring money into paid media? Why or why not?

How should the early results in Exhibits 13 and 14 inform THE YES's digital media spend strategy?

4.

How would you assess the potential impact of THE YES's unique combination of human/machine intelligence on the future of retail? Is this game-changing or merely evolutionary change for e-commerce? Why? Does this provide a sustainable advantage versus other e-commerce platforms? Why or why not?