



MIBE
Master in International
Business & Entrepreneurship



Department
Economics
Management

The Analysis of Added Value (B)

Consulting for the Al Dente restaurant chain

As Al Dente is about to make its decision, Print-It, a Canadian competitor of WizTech who offers a solution identical to WizTech's, contacts the Al Dente's IT director to advertise its product. The Print-It solution has the same KDS functionalities implemented by WizTech, thus ensuring identical performance and cost structures. The cost that Print-It incurs to deliver its solution is also identical to WizTech's (\$1,500).

Discussion Questions

1. What should the Al Dente's general manager do now?
2. Does WizTech enjoy a competitive advantage (or disadvantage) in this market?
3. Can you quantify the leader's advantage (or disadvantage)?