1. Who are Todd Wichmann and Rich Owen?
2. What is Oxydol?
3. When was Oxydol introduced and when did P&G obtain it?
4. What does divestiture mean?
5. What is P&G’s asking price for the brand and what does it include and not include?
6. Assess the Wichmann and Owen vision statement. This means compare their vision statement to the characteristics of a vision statement discussed in this course.
7. Who are the potential firm's competitors?
8. Conduct a stakeholder analysis. Include at least three stakeholder groups and their importance to the potential firm.
9. **Conduct a Porters 5 Forces analysis on the Laundry Detergent Industry.**
10. Why is the leadership requirement important for the funders?
11. Analyze this quote in the context of the course: "“The P&G human resources lawyers recommended we be immediately terminated and escorted from the building because we revealed ourselves as potential competitors of P&G. Fortunately we calculated that we were in great standing with our managers and knew they would support us! They went back to Legal and said, ‘No—we will work with these guys! We think they are doing the right thing.’”
12. Why would P&G sell Oxydol?
13. What is intrapreneurism?
14. What are three things that made Todd and Rich believe they could be successful?
15. **What resources and capabilities did Todd and Rich individually have?**
16. What resources did Oxydol have – not Todd and Rich? This is what resources were being bought by the buyer of Oxydol.
17. What type of companies were Todd and Rich competing with for financial backing?
18. Analyze this statement considering when it was made and what has happened. Relate this to the PESTEL model: "Many are convinced online shops like Amazon.com will triumph while traditional retailers will fade away, or be trounced by behemoths like Wal-Mart" Matt Murray, Wall Street Journal, March 7, 2000? Put it in a historical context.
19. What is the value that Oxydol provides end users?
20. **What would be the most important Value Chain Activity for Oxydol and why?**
21. What is the typical generic strategy for laundry detergents?
22. **What business level strategy do you recommend Todd and Rich use for their business? Why?**