Case Study: Better For You All (Breakfast Cereal Manufacturer)

1.

Events: There was an economic slowdown in general and the breakfast food industry had more competition than before and Better For You All focused on price based competition.

Patterns: A decrease in brand reputation happened due to price based promotions and supermarkets were gaining power over the company because they were controlling promotions.

Underlying Structure: The competition of breakfast food companies more specifically in cereal is the underlying structure. Price promotions are the response to increased competition which lead to problems with their brand image and influence of supermarkets.

2.

Graph 3 represents this case study because sales, profit and debt are all steadily going down with a surge in the middle of the profit line. The surge in the profit line would indicate that they ran a sale and more products were sold. This is because the case study said that they sell products through competing in price. The case study also said that the economy in general caused more competition and steady decline in growth.

3.The iceberg tool and the behavior over time graph are tools that analyze problems that are hard to fix. They focus on things that are not immediately visible and obvious. The behavior over time graph is used to show how certain variables are affected over time. In the case of this company it shows that it is on a trend of going down and the surges are because of price promotions. This would indicate that a change needs to be made in order for the company to grow. The iceberg diagram is used for uncovering underlying problems that may be hidden at first sight. The Iceberg diagram reveals that the strategy of price promotions and competing on price is not working. This strategy lowers reputation and brand loyalty. A better fix would be to invest in marketing and innovation. One such example could be a high protein low carb cereal. As the quality goes up the price could go up as well as long as it is reasonable.