Things to improve on:

* Closely reading the case study
  + I do blame a time limit on this part during class, but please make sure you closely read the study and take any notes you would deem necessary.
  + Notes I typically take include profit, costs, long term goals of the company, struggle points/challenges, etc. to help me keep a clear idea of what my problem is and how to best solve it.
* Come up with multiple, specific solutions separately and discuss with your team:
  + This helps get more ideas and also helps find the best idea
  + Have reasonings for your solutions when discussing with the team to help chose the best one
* Work on specifics.
  + Team one (not to call u out) talked about branding and marketing but did not have a specific plan for how they were doing to do this. Team 3 that talked about how they would change packaging, focus on brand deals with influencers like Emily Mariko, and flood tiktok with sponsorships was much more specific, and clearly explained how this could help.
* Think about what the cons are in each situation.
  + Though there is technically no wrong answer, there is usually a few answers with more advantages and less disadvantages than others. The grader will consider potential problems with your solutions.
  + You can dedicate time in your presentation to talk about how the advantages outweigh the disadvantages and why this is the best method to go about the problem.
* Don’t assume information.
  + Group 1 assumed that Kenko would be willing to give its US branch more money because it makes so much globally. If the article does not disclose information like that then do not assume it to be true.
* Remember what your problem is.
  + Group 2 had great idea of slow opening its product in California before doing it in other states. Though this could bring more recognition in for the company, it did not solve the original issue of the placement of the item in the World Foods Items instead of snacks.
  + Their idea could have been a part of a solution but should not have been the full thing. A good idea would have been to pair it with the re-packaging idea team 3 had.