

Case Discussion

Case Discussion Instruction: Everyone should discuss the case within the project groups. The project group with the same number as the case will lead the discussion in the class by preparing for the slides and the questions. Only the discussion leader team will be graded.

The discussion leader's presentation should be for 10 - 15 minutes. Talking points suggestions:

- 1) How is it related to the textbook chapters?
- 2) Your solutions to the case questions.
- 3) Questions for the professor or the class.

The teams who are not presenting for that case need to submit 1-2 questions/confusions related to the case on Canvas.

DISCUSSION CASE #1 A Bigger Bookshop?

A used book dealer with a small store in downtown Columbia is considering expanding. The shop occupies a small and crowded storefront space at the street level. The book dealer wonders whether he should expand to the second floor by adding a staircase and additional selling space upstairs.

- I. What is the overall management problem?
- II. What are the major decisions this book dealer needs to make?
- III. What information does the book dealer need to make these decisions?
- IV. If you were conducting a survey to help this book dealer make these decisions, what research objectives should you have for the survey?

DISCUSSION CASE #2 Mario's Macaroni

A chain of 43 Italian restaurants in the Midwest has experienced a gradual sales decline, starting about a year ago. You have been asked to determine the cause of the decline. Explain how you could use each of the following methods to figure out what's going on.

Prepare an answer for the method associated with the first letter of your last name. You will need to obtain information about your assigned method from your textbook (primarily chapters 4 and 6).

- secondary data analysis (A-C)
- experience survey (D-G)
- focus group (H — L)
- in-depth interview (M — O)
- projective techniques (P — R)
- Observation (S, T)
- experiment (U - Z)

DISCUSSION CASE #3

Here are the [Case 3 materials](#) needed to answer the case.

A. For each research question below, indicate the research question form (descriptive, differences, or association research question) .

B. In addition,

- 1) For each descriptive RQ below, describe the variable to be measured.
- 2) For each difference RQ below, describe both the grouping variable and the analysis variable.
- 3) For each association RQ below, describe the two variables to be associated.

RQ1: How often do Columbia residents buy floral items (potted plants, bouquets, arrangements, etc.)?

RQ2: IS household income associated with frequency of buying floral items?

RQ3: Do married people buy more floral items than single people?

RQ4: Are Columbia residents more likely to buy their floral items at a supermarket or at a florist shop?

RQ5: What percentage of Columbia residents have a favorite florist?

RQ6: What percentage of Columbia residents have purchased floral items via the internet?

RQ7: Are men or women more likely to purchase floral items via the internet?

RQ8: What is the average price residents pay for floral items?

RQ9: For what sorts of occasions are they most likely to buy floral items?

RQ10: Is age related to how often a person purchases floral items?

DISCUSSION CASE #4 The Red Lion

The Red Lion, Ltd., is a chain Of 13 bar-restaurants located in seven major cities on the east coast. The original Red Lion was opened in 2003 by Albert Campion, an English expatriate. The chain is modeled after the typical English pub. Much Of the equipment and furnishings have been collected from actual pubs throughout the British Isles. The Red Lion sells typical English dishes such as fish and chips and kidney pie, as well as a variety of sandwiches and a selection of American and English beers. In addition, Mr. Campion claims to have the largest collection of Scotch whiskeys outside of the British Isles.

Mr. Campion feels that “the key to the successful operation of a pub is the maintenance of a friendly, intimate ambiance.” He would like to personally oversee the operation of each pub, but that has become impossible as the chain has grown. Because of this, Mr. Campion has invested in hiring top quality managers, most of whom are from England. Despite the care Mr. Campion has taken, he still feels that he needs some mechanism to ensure that the food and service are of a consistently high quality. To this end, Mr. Campion is considering four alternative forms of marketing research:

- A. A short questionnaire is placed on each table. Customers who have criticism, praise, or suggestions are asked to complete the form and give it to their server.
 - B. A trained interviewer visits each pub on an unannounced basis. Selected customers are interviewed as they are leaving the pub.
 - C. Mr. Campion contracts a customer experience firm. At the bottom of each customer’s receipt is the link to an online survey customers can complete and receive a discount on their next visit to the pub.
 - D. None of the above. Instead rely on posts to sites like Yelp and Facebook to assess customer satisfaction
- Discuss the merits of these alternatives and indicate which, if any, you would recommend to Mr. Campion

DISCUSSION CASE #5 Grand Seaside Resort

When the Grand Seaside Resort was built seven years ago, it was the most upscale and elegant resort hotel in Pensacola, Florida. Two years ago, a new resort opened nearby, and occupancy rates at the Grand Seaside began to decline. Rachel Griggs, Director of Customer Relations, analyzed hotel records and discovered that in the last two years the number of repeat customers was down. To increase repeat business, she decided to implement a customer satisfaction assessment program. Upon checkout, all customers would be asked to complete a short survey about their stay at the hotel. Below are three different questions that could be used to assess customer satisfaction. Which one should Rachel Griggs use? Be prepared to discuss the advantages and disadvantages of each of the options. Moreover, the manager also wants to know the level of measurement (i.e., nominal, ordinal, interval, and ratio) for each option. For the level of measurement, please read textbook Chapter 8 page 192 - 194.

Option 1:

Please think of all the things you are satisfied with and all the things you are dissatisfied with about your stay at the Grand Seaside Resort. Where would you rate yourself on the scale below?

Completely satisfied About half satisfied Not at all satisfied

100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%

Option 2: Please answer the following questions based on your most recent stay at the Grand Seaside. Circle the answer that describes your experience at the hotel.

Was the room clean? Yes/ No

Was the room comfortable? Yes/No

Was the staff courteous? Yes/No

Was room service satisfactory? Yes/No

Was the parking adequate? Yes/No

Option 3:

If you had \$100 to give as a bonus to the people who served you during your recent stay at the Grand Seaside, how would you distribute the bonus? You can give as much or as little to each person or department, as long as the total for the column sums to \$100

Department	Amount
Front desk staff	
Room service staff	
Housekeeping staff	
Bellhop	
Concierge	
Reservations staff	
Restaurant staff	
Other	
Total	\$100

DISCUSSION CASE #6 — Mediacom

Mediacom is in the process of changing its package and pricing structure for cable TV and internet services. It has developed four media packages and wants to assess the relative attractiveness of these four packages in a representative sample of customers and potential customers in Columbia, MO. Their researcher is considering the following sampling procedures.

1. Include a survey with the monthly billing statement, along with a pre-paid postage reply envelope.
2. Do a mall intercept survey at Columbia Mall and survey 500 actual or potential Medicom customers.
3. Conduct an internet Survey. Respondents would be paid \$2 for completing a survey and would be recruited through banner ads on local newspaper, television, and radio websites.

Be prepared to discuss how representative of the target population each of these approaches would be. Also, be prepared to suggest a better option for collecting the data.

DISCUSSION CASE #7 - Homecare of America (confidence intervals)

Do both Part A and part B. Be prepared to show your work on the whiteboard in class and to explain what the answers mean?

A. Homecare of America is a franchise operation that provides house minders for people when they are out of town. Their services include feeding pets, bringing in newspapers and mail, and generally keeping an eye on things while the homeowner is gone. They gradually expanding their operations to additional cities.

When determining whether to enter a particular market, the company conducts a survey in that market to find out how many days per year homeowners are out of town. In Scranton, Pennsylvania, a survey of 538 homeowners found that homeowners are out of town, on average, 16.7 days, with a standard deviation of 8.6 days.

What is the true mean number of days out of town among homeowners in this area? You want to be 99% confident of your results.

B. In their surveys, the company also describes their house minding services and measures respondents' intentions to use this service if the company expanded to their area. In the survey of Scranton, 6.2% of the people surveyed said they would be likely to use the service. What is the likely utilization rate for this service among the population of homeowners in Scranton? You want to be 95% confident of your results. Carry your work out to 4 decimal places.