

# CASE ANALYSIS WORKSHOP

*WITH SPECIAL GUEST, PAULINA FUDURIC*



# Why are you here...

- ✓ Learn how to analyze a business case
- ✓ Prepare for third and fourth year courses
- ✓ Get ready for the DeGroote Business Challenge



# Meet Paulina

- ✓ Graduate of the DeGroot School of Business
- ✓ MARS Apprentice winner
- ✓ Professional Experience:
  - PepsiCo Canada
  - Salesforce
  - Shopify Plus



# HURON CANVAS

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*CASE ANALYSIS WORKSHOP*





# AGENDA



# BACKGROUND

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- Founded in Port Dover, Ontario
- Established in 1995, been around for 20 years
- In the first five years, sales grew by 1000 percent
- In 2002 sales topped \$11 million earning recognition and publicity

# CURRENT PROBLEM

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- Only 1-2% of annual sales are from the children's clothing line

<i>Adult Clothing Line</i>	\$296,220
<b><i>Children Clothing Line</i></b>	<b>\$9970</b>
<i>Pencil Cases &amp; Wallets</i>	\$13,500

- Children clothing line brings in less than \$10,000 in sales revenue

# CURRENT PROBLEM: ROOT CAUSES

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## Controllable

- Product
- Pricing
- Location
- Promotion

## Uncontrollable

- Population Demographics
- Income
- Competition

Background

**Current Problem**

Current Situation

Alternatives

Implementation

Risks & Mitigations



# CURRENT MARKET SITUATION

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## Product

- Quality clothing including special items for children (pencil cases and canvas wallets)
- Hand cut and sewn in Canada, wrapped in brown paper and tied with string

## Price

- Premium brand priced in between low end and high end pricing

# CURRENT MARKET SITUATION

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## Promotion

- Currently, no promotion strategy
- Limit of one sale each year in January

## Place

- Three stores in completely different locations
- In-store: pine shelving, counter tops, dressing rooms, etc.

# INTERNAL & EXTERNAL ANALYSIS

## Strengths

- Canadian Heritage
- Recognition & Publicity
- Nicole
- Hand cut and hand sewn

## Weaknesses

- Promotion
- Location
- Target Market
- Pricing

## Opportunities

- Growing child demographic

## Threats

- Competitors Prices

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# ALTERNATIVE 1 - BUSINESS TO BUSINESS

- Partner with local business that offer services to children to sell Huron's children's products
  - E.g. Children's Camps

PROS	CONS
<ul style="list-style-type: none"> <li>• Selling directly to the target market of the product line</li> </ul>	<ul style="list-style-type: none"> <li>• Price - too high for an average camper</li> <li>• Lack of interest from the target market of children</li> <li>• Risk of becoming a necessity based product in these locations</li> </ul>

## ALTERNATIVE 2 - CATALOGUE LINE

- Create a catalogue line for kids to design their own products, customized products for children that are made to order

PROS	CONS
<ul style="list-style-type: none"> <li>• Allows the consumer to use their own creativity</li> <li>• Decreases cost of manufacturing</li> <li>• Ability to manufacture more adult clothing for stores</li> <li>• Cheaper to hand out catalogues than have children product on standby</li> </ul>	<ul style="list-style-type: none"> <li>• Introducing the initiative is a decision to be made by Suzanne</li> </ul>



# IMPLEMENTATION

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Introduce  
Idea to  
Suzanne

Analyze  
Financial  
Implications

Design  
*Tentative*  
Catalogue

Development  
of Catalogue

Introduce to  
Market

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# RISKS & MITIGATIONS

RISKS	MITIGATIONS
<ul style="list-style-type: none"> <li>• Suzanne not approving the idea</li> <li>• The catalogue taking too long to develop and market</li> </ul>	<ul style="list-style-type: none"> <li>• Providing more quantitative analysis on why the idea should be pursued</li> <li>• Create an efficient plan that follows a schedule that can be met</li> </ul>

THANK YOU

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