

## DISC 3301H

### SUGGESTIONS FOR CASE ANALYSIS

#### **New Balance Athletic Shoes (Written report # 1)**

Write a memo to Jim Davis that answers the following questions:

1. What is a reasonable estimate of the total volume (in pairs) that New Balance must produce in the next 3 years?
2. What are the major strategic considerations in choosing a location option?
3. Which location option should Jim choose? Why?

#### **Ford Motor Company: Supply Chain Strategy (Written report # 2)**

Write a memo to Teri Takai that answers the following questions:

1. Should Ford model its supply chain on Dell Computer?
2. What are the alternatives?
3. What are the likely implementation problems?

#### **Hank Kolb, Director, Quality Assurance (Written report # 3)**

1. What are the causes of the quality problems on the Greasex line?
2. Develop a time-phased plan for Hank to improve product quality

#### **Benihana (Written report # 4)**

1. Would you change Benihana restaurant design? How and why?
2. Would you change any Benihana management policies? Why?
3. Evaluate Benihana's strategy for growth.