

INTERNATIONAL BUSINESS



Brand: Mehta Solutions

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Short Description

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case study

Description

Big business is attractive, with huge profits for some. But there's something to be said about small business as well, with lower risk and the potential for creativity. Darren Robbins of Big D Custom Screen Printing in Austin, TX found success in his business by pursuing customers with orders both large and small.

Although Big D started out catering only to large orders, the shop sat idle in between orders, and through effective scheduling and transparent pricing, was able to fill in dead times with smaller orders. Big D found a profit in a market segment that other local screen printers weren't clamoring to fill. Experts believe this was a smart strategy, allowing Big D to spread out risk in their business and offer customized products. But at least one person is critical of the offering, pointing out that the niche has little upside potential, and may hurt the company's efficiency.

Answer the following question.

Q1. What strategy was adopted by Big D for profit?

Q2. Give an overview of the case.

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers