**Case Analysis: Ice Cream Central**

**Group Members Names:**

**Situational Analysis:**

**What is key issue (business problem)?**

**Complete a SWOT analysis based off the information found in the case. For each component explain what the importance of what you found.**

|  |  |
| --- | --- |
| **Strength** | **Weaknesses** |
|  |  |
| So-What? (Importance/implication) | So-What? (Importance/implication) |
|  |  |
| **Opportunity** | **Threat** |
|  |  |
| So-What? (Importance/implication) | So-What? (Importance/implication) |
|  |  |

**Alternatives:**

**What are two alternatives Samantha and Stephen can explore?**



**What are three things Samantha and Stephen need to concern when choosing between the two alternatives you suggested?**  
1.   
  
2.

**Which alternative do you recommend? Why?**

**Implementation:**

**List 3 steps Samantha and Stephen need to make to put your recommendation into action.**

1.

2.

3.

**Using your suggested price, what is the breakeven point for Samantha and Stephen’s ice cream business?**

**What is one risk they will need to consider and how can they mitigate it?**

**Submission Location**: Avenue to Learn > Assessments > Assignments > Tutorial #8

**Deadline:** 1 hour from the end of tutorial (i.e. March 3 at 11am Eastern Time)

**Format**: Submit this worksheet as a PDF or Word Doc

**Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **✓+ or 3/3** | **✓ or 2/3** | **✓- or 1/3** | **X or 0/3** |
| Groups completed all sections completely with logical answers. | Group completed all sections. There were some details missing in answers. | Groups completed less than half of the sections. Little effort was put into each section. | Group did not submit the assignment. |