



CRACKING THE CASE

JDCC DEGROOTE X FYO

WHAT IS JDCC?

*JEUX DE COMMERCE OR THE
COMMERCE GAMES*

Commerce students across Canada come to compete in the “Business Olympics” and adding in a focus of volunteering and charity

11

SCHOOLS ACROSS
CENTRAL CANADA

4

CATEGORIES

ACADEMIC
DEBATE
SOCIAL
E-SPORTS

1

INCUBATOR
TEAM

FOR FIRST AND
SECOND YEAR
STUDENTS



JDCC X FYO
WELCOME WEEK
CASE
COMPETITION

TUESDAY
SEPTEMBER 1ST
8:00 AM
2:00 PM

EVENT BREAK-DOWN

- Placed in teams of 4 first years and an upper year mentor (Greensuits)
- 1 hour to work together to work on analysis, solution and presentation
- Mentor will help guide you and answer your questions
- Present to a small group of judges (other upper years)

You do NOT need previous experience

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- Pr
- (per years)

Prize:
First Semester Textbooks!

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WHAT DO YOU MEAN A CASE?

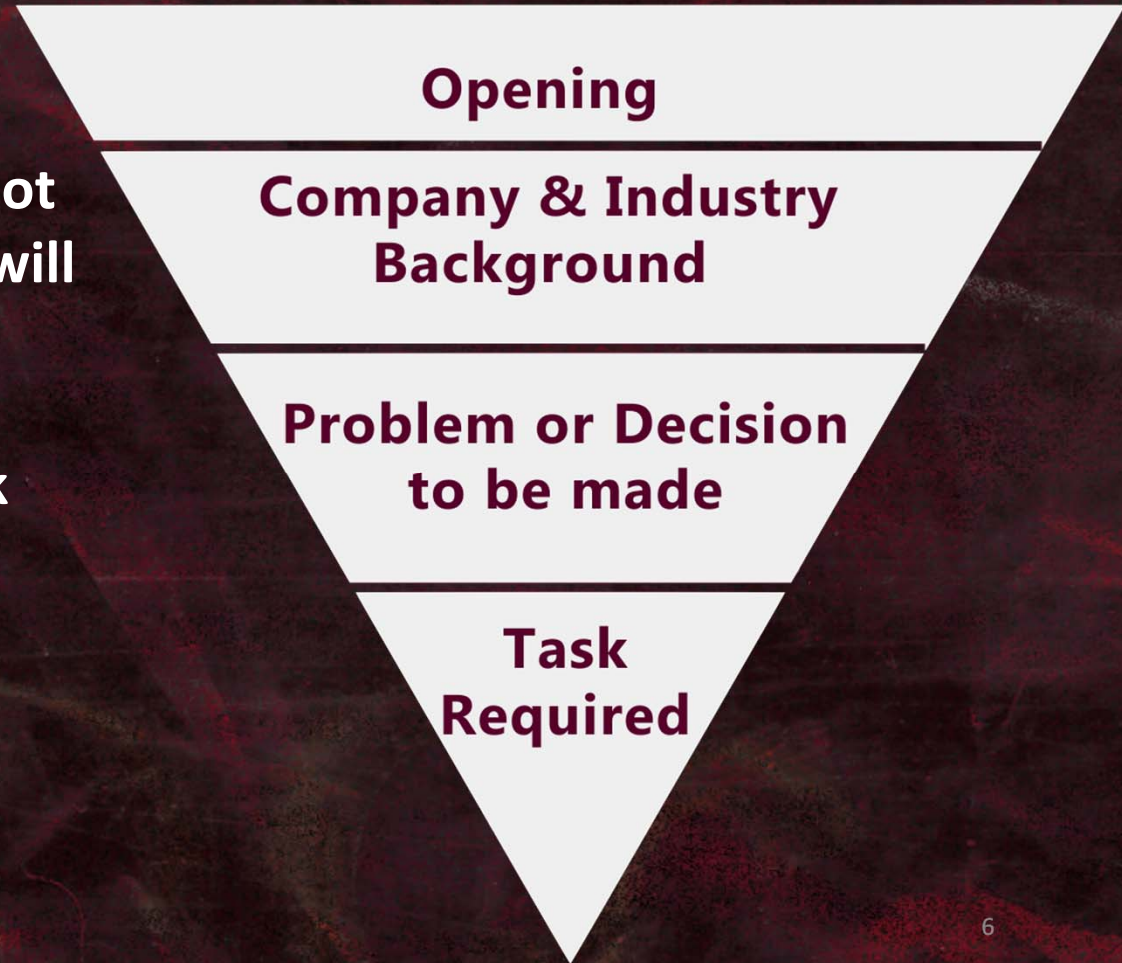
A description of an actual situation that usually involves some sort of decision, challenge, opportunity, problem or issues faced by a person or business

A business will come to you with a problem and you will look over the information provided and give a solution

CASE STRUCTURE

This is a very basic breakdown. Not all cases look the same, but they will have a similar flow.

The case for the welcome week competition will follow this breakdown



CASE STUDY BREAK-DOWN

- **Introduction** - Introducing team and case
- **Key Issue** - What is the problem?
- **Company Background** - Who they are?
- **Analysis** - What is going on and why is it important to know?
- **Alternatives** - Giving 2 or 3 potential options
- **Recommendation** - Big reveal on which alternative you choose
- **Implementation** - How will the business take your solution and put it in to action (e.g. what are they steps)?
- **Risks and Mitigation** - What might go wrong and how can you prevent it?
- **Measures of Success** - How will you know the plan was successful?
- **Conclusion** - Wrapping it all up with a nice little bow

SWOT ANALYSIS



STRENGTHS

What does the business do well or makes them different than their competitors



WEAKNESSES

What does the business need to improve on or something that their competitors do better?



OPPORTUNITIES

What can the business take advantage of?



THREATS

What will cause risk or harm to the business?

SWOT ANALYSIS



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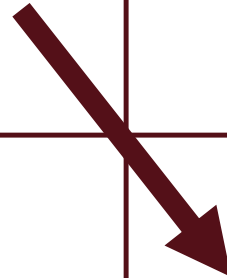
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SWOT ANALYSIS – EXAMPLE !

Let's practice!
Create a SWOT
Analysis for Tim
Hortons!

The logo for Tim Hortons, featuring the brand name in a red, cursive script font with a registered trademark symbol.

**Once in your breakout room, be sure to use the ANNOTATE tool
to add your ideas! (Located in the top bar)**

SWOT ANALYSIS – TIM HORTONS

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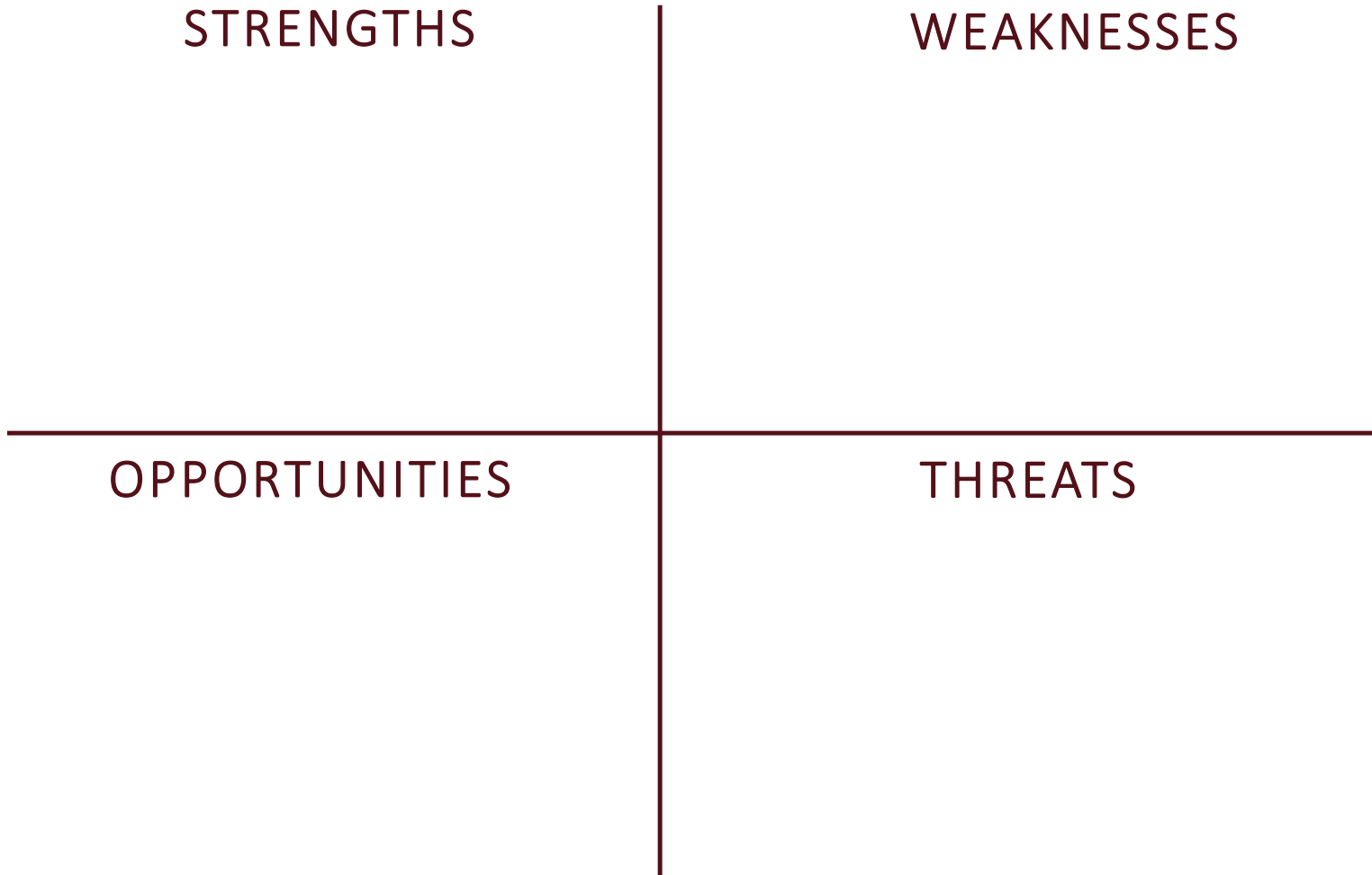
SWOT ANALYSIS – TIM HORTONS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



SWOT ANALYSIS – TIM HORTONS

STRENGTHS

- Large brand reputation / recognition
- (Usually) cheaper than competition
- Prominent in the Canadian market
- Easily accessible (ex. Drive-Through, Curb-Side Pick-up)
- Many locations

WEAKNESSES

- Can experience long lines
- Higher prices (compared to McDonald's Summer Dollar Drinks)
- Products can be sold-out/unavailable (ex. Ice Capp machine could be broken)

OPPORTUNITIES

- Market growth (US, World-wide)
- Diversification (can offer more than coffee)
- New products and services can interest consumers (+ increase revenue)

THREATS

- Rise in popularity from competitors (Starbucks, Second Cup, McDonalds Café)
- Threat from substitute products (healthier options for Donuts, Muffins, etc.)
- Change in consumers tastes

BREAK-EVEN ANALYSIS

Helps determine when a business becomes profitable

After how many products sold does a company need to sell to at least cover all their costs?

$$\text{Break-even point} = \frac{\text{Fixed Costs}}{(\text{Selling Price} - \text{Variable Costs})}$$

Fixed Costs: Things you need to pay for even if you don't sell anything

Selling Price: How much are you selling your product for?

Variable Costs: The cost going into making the product



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