Saras Sarasvathy’s Full Case Study & Questions:

You can find Problems 1, 2 and the Competition sections here: <http://www.inc.com/magazine/20110201/entrepreneurship-interview-and-business-case-study.html>

Part 1 of this assignment involves identifying the market for this product. Utilizing the five questions that are provided under **Problem 1: Identifying the market** as a guide, prepare a 1 page assessment of how you will determine the market for this product and the factors that must be considered in identifying the ideal customer for this product.  Based upon the information that you have gathered from this case, discuss what makes this product unique and different.

Part 2 of the assignment involves evaluating the results of the survey for the 3 focus groups that were presented under **Problem 2: Defining the market**. Prepare a 2 page assessment of the results of the survey. Discuss the key factors that must be considered in determining which customer base the business should target. Discuss the pros and cons of focusing specifically on each of the focus groups as potential customers.  Discuss the critical decisions the business must make in the process of determining the focus group that is the best fit for the company in its initial roll-out.

Part 3 of this assignment involves evaluating the competition and making a decision on the business model that the company should choose to bring this product to market. Utilizing the 3 questions that were provided in the **Competition** section as a guide, prepare a 2 page recommendation on how this product should be brought to the market. Discuss the factors that were considered in making the final decision.

**Required Formatting of Case Study Report:**

* This report should be double spaced, 12-point font, and three to five pages in length excluding the title page and reference page;
* Title page;
* Introductory paragraph and a summary paragraph;
* Use headings;
* Write in the third person;
* Use APA formatting for in-text citations and a reference page.  You are expected to paraphrase and not use quotes. Deductions will be taken when quotes are used and found to be unnecessary;
* Submit the paper in the Assignment Folder.