

## Instructions

### Saras Sarasvathy's Full Case Study & Questions

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.

### Hide Rubrics

### Rubric Name: Written Assignment (20%)

Criteria	Outstanding	Superior	Good	Substandard	Failure
Critical Thinking/Reasoning	7 points demonstrates a high degree of critical thinking, is consistent in accurately interpreting questions & material; provides solid assumptions, reasoning & claims; provides thorough analysis & evaluation with sound conclusions	5.95 points shows good critical thinking; accurately interprets most questions & material; usually identifies relevant arguments/reasoning/claims; offers good analysis & evaluation with fairly sound conclusions	5.25 points shows occasional critical thinking; questions & material is at times accurately interpreted; arguments/reasoning/claims are occasionally explained; offers fair analysis & evaluation with a conclusion	4.55 points shows little critical thinking, misinterprets questions or material; ignores or superficially evaluates; justifies little and seldom explains reasoning; draws unwarranted conclusions	3.85 points lacks critical thinking consistently offers biased interpretations; ignores or superficially evaluates; argues using poor reasoning, and/or unwarranted claims
Application of Concepts/Development	7 points arguments or positions are well-supported with evidence from the readings/experience; ideas go beyond the course material and recognize implications and extensions of the material and concepts	5.95 points arguments or positions are mostly supported by evidence from the readings and course content; ideas presented demonstrate student's understanding of the material and concepts	5.25 points arguments are more often based on opinion or unclear views than on position grounded in the readings of material or external sources of material	4.55 points arguments are frequently illogical and unsubstantiated; student may resort to ad hominem attacks on the author instead of making meaningful application of the material	3.85 points arguments lack meaningful explanation or support of ideas

Attention to Instructions	3 points demonstrated full understanding of requirements; responded to each aspect of assignment	2.55 points demonstrated understanding of requirements; missed one minor aspect of assignment	2.25 points demonstrated some understanding of requirements; missed a key element or two minor aspects of assignment	1.95 points failed to show a firm understanding of requirements; missed two key elements or several minor aspects of assignment	1.65 points did not demonstrate understanding of assignment requirements
Clarity; including grammar	2 points writing is clear and easy to follow; grammar and spelling are all correct; formatting gives a professional look and adds to readability	1.7 points most ideas are presented clearly; occasional spelling and/or grammar issues	1.5 points wordy; some points require rereading to understand fully; more than an occasional spelling and/or grammar	1.3 points unclear and difficult to understand; frequent spelling and grammar issues	1.1 points largely incomprehensible writing/poorly written in terms of mechanics and structure
Adherence to APA style (6th ed.)	1 point no APA style errors	0.85 points attempts in-text citation and reference list but 1 or 2 APA style errors are present	0.75 points attempts in-text citation and reference list; APA style errors are present; inconsistencies in citation usage can be found throughout the document	0.65 points attempts either in-text citation or reference list but omits the other	0.55 points no attempt at APA style
<b>Overall Score</b>	<b>Outstanding 18 or more</b>	<b>Superior 16 or more</b>	<b>Good 14 or more</b>	<b>Substandard 12 or more</b>	<b>Failure 0 or more</b>