Case Summary

1.

In a narrative format, discuss Papa John's from a strategic perspective. Information concerning recent changes in the firm is readily available online and should be accessed. Strategic issues should be discussed in “real time.”

Case Analysis

2.

How would you describe Papa John’s competitive strategy along the lines of the Porter and the Miles and Snow typologies? Support your response.

3.

Do Papa John’s marketing and production (service) strategies support its competitive strategy effectively? Provide examples to support your answer.

Application

4.

Suppose you are the CEO of Papa Johns, and McDonald’s just announced that it would begin to serve pizza in and deliver from all of its restaurants in the United States. Would you make any changes to your competitive strategy? What additional information would you like to have before you make your decision? Explain.