



REAL TIME
CASES

Strategy & Business Development Highlighted Cases

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John Leahy
President



Broadening the KIND Brand

KIND Healthy Snacks sold of 5 million of their products in over 150,000 stores around the world just last year. Since the inception of the company, KIND's management team has continued to innovate by integrating new product lines that fit well within the KIND portfolio. To date, KIND has six product lines including: Fruit & Nut, Nuts & Spices, KIND Plus, Strong & KIND, KIND Breakfast Bars, and Granola (Bars & Clusters). This case deals with the long-term vision of KIND as a health food company.

How far out of the snack aisle can the KIND brand go?

Healthy snack food company with a social mission to make the world a little kinder one bar at a time.

Venue Selection & Geographic Expansion

Anthony's currently owns and operates 52 locations in five different states along the east coast. They are already set up to enter the greater Boston area in the next few years. Although they have been successful so far, Anthony's management understands that their concept is not appropriate and transferable in different regions. For example, Anthony's tried to open locations in Las Vegas, NV and Darien, CT but was unsuccessful. Chuck Locke attributes these failures to the highly competitive landscape and lack of key clientele.

Considering where they have been successful, what different regions should Anthony's management look into next?

A neat casual restaurant chain with high-energy, a simple menu, and a distinct taste.



Chuck Locke
COO



Robert Edell
CEO & Co-Founder



An application that's reinventing the way restaurants collect feedback through mystery dining.

Business Development & Alternative Industry Assessment

Robert Edell, CEO of Servy, knows that mystery shopping presents a large opportunity in many industries. Edell believes that their technology and methodology can be specially tailored to vastly different markets. Since they are only a startup with limited resources and expertise, they need your help in choosing the industry with the best opportunity.

How can Robert think through business development opportunities when it comes to his feedback platform?

This is just a sample of the many current, multimedia cases we have on our platform.

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