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| Hello OTA,  I would like to mention that the mini case is based on 5 topics as follow:  **Topic 1: Corporate, Business and Marketing Strategy**  **Topic 2: Premium Pricing**  **Topic 3: Low Cost Producer**  **Topic 4: Building Market Share**  **Topic 5: Market Size**  **Requirement:**  **Please answer the 4 questions related to the mini case.** |
| ***\* If you want further information regarding the above 5 topics, please refer to attachment two.*** |

Case

*The notes below are from interviews with the Ontario Monuments Builders Association regarding marketing problems in that industry.*

Jim Slate, President of Slate Bros., a supplier of monuments and tombstones, was attending a reception at the Annual Meeting of the Ontario Monument Builders Association. Slate Bros. sold tombstones and monuments through selling arrangements with funeral parlors.

During an interview, Slate commented that “It’s tough selling premium priced products like ours these days. In the old says, each parlor carried only one brand of monument. People buying monuments were not price-sensitive: rather, they equated the price they’d be willing to pay with their emotional attachment to, and respect for, the deceased. Buyers believed that quality and price went hand-in-hand. The only question was how much they could afford.”

Nowadays, it’s different. Some people are planning their own funerals and, possibly out of modesty, they are instructing their estates to conserve resources. Some are even doing their own shopping and expect the funeral parlors to carry monuments from more than one supplier. Worse yet, whether the purchase is for themselves or others, the majority of buyers seem to feel that all they need is an ‘average sized tombstone’ at the lowest price. Size, durability, detail work and other subtle aesthetics like uniformity of color just don’t seem to be appreciated” As for the parlors, they really don’t understand selling: they’re use to be being basic order-takers and don’t seem able or willing to get customers to tradeup”.

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*Questions:*

***a.*** *What sorts of things could Slate do if he wishes to successfully offer a premium priced product? Be certain to comment both on the nature of the product offering and the supporting infrastructure. ( –400 words not including exhibits)*

***b.*** *What sorts of things might Slate consider doing if he discovers that he cannot do the things required to support a premium price and, instead, decides to become a “low cost producer”? Be certain to comment both on the nature of the product offering and the supporting infrastructure. (– 400 words not including exhibits)*

***c.*** *What sorts of things should Slate consider if he wishes to accept current price and cost conditions and instead pursue growth by pursuing increased market share? (– 400 words not including exhibits)*

***d.*** *If Slate considers the profit opportunities in the current tombstone business to be too limited, where would you advise him to search for new market opportunities and what should he consider in evaluating each one. (– 400 words not including exhibits)*