

Answers for Case Studies

Unit 4 – Planning Skills

1. Translating the Mission Statement in Action

Mission Statement: We will provide clear and concise writing for any client. We will communicate the client's ideas, goals, needs, or objectives to the intended audience. We will also provide the text in the appropriate format and style that works best for the client in each situation.

(Note: These students seem to have learned Drucker's great comment about the need for businesses to be market-driven.)

These are numerous ways of implementing their goal. Here is a partial list:

- use the university business department and their former writing instructors as networking contacts;
- search the web for job opportunities;
- evaluate local professional writing groups;
- develop writing samples to show future clients.

2. Fewer Jobs, Higher Stock Prices

When fewer people are hired this means that the economy may be slowing down. That's good news for investors. They think the Federal Reserve, which sets interest rates, won't need to raise them at this time as a counter-measure to inflation. Lower interest rates mean that consumers will have more buying power, especially for buying cars and homes. Investors think these interest-rate sensitive businesses will increase their sales and profits. That makes stocks worth more.

3. From Farm to Freezer

McDonald's has long prided itself on its fries. Their fries are part of the company identity and a drawing card to pull customers into a McDonald's as opposed to another fast food chain. Consistency lets customers know what they get is the same thing each time. That consistency in itself becomes a selling point, which leads to repeat customers.

Cost savings can be substantial. When everything is lined up and the product runs through from the raw material (the freshly picked vegetable) to the finished product (the frozen packaged vegetable), there are fewer possibilities for mistakes. Quality control remains simpler and easier. Product consistency is high. The only thing that has to be stored is the final, frozen product—no raw material or work-in-process storage. Thus there are lower storage costs along the way.

This procedure is also widely used in the auto industry. Buick has made real productivity gains using this kind of technique, and it has found increased worker productivity and satisfaction as well. A student could investigate Buick's success story as a special project.