

CASE STUDY CHALLENGE *BUSINESS MANAGEMENT*

EVENT SITUATION

You are to assume the role of Manager for CAPTAIN FREEZE, a frozen treat eatery that serves a variety of frozen desserts. CAPTAIN FREEZE is known for its variety of specialty candies that can be mixed into frozen treats. Your location offers up to twenty options for flavor mix-ins. However, your location has been impacted by shortages in ingredients used to create the frozen treats. These shortages have caused menu offerings to lack consistency and options are often limited to fewer than ten choices. Your normal vendors are experiencing delays in production reducing the availability of product. When product does become available it is then delayed because of delivery options.

CAPTAIN FREEZE's Location Owner (judge) has expressed concern on the impact this is having on your location's business. The number of negative reviews has steadily increased. The largest customer complaint is coming from the limited product offering. Sales have decreased by 40% since the shortages started. The limited mix-in options as well as delayed delivery is impacting your customers' experience and daily sales.

CAPTAIN FREEZE's Location Owner (judge) has asked you to present the impacts the shortages have had on customer satisfaction and to create a plan to meet the needs of customers in the changing environment while increasing sales.

Items to include in your solution:

- Explain the disruptions that are currently impacting the company's supply chains.
 - PI: Explain the concept of supply chain (OP:443) (CS) (Tier 1, Operations)
- Identify ways the business can make changes to increase sales.
 - PI: Explain the causes of business process changes (OP:476) (SP) (Tier 2, Operations)
- Discuss the impact the current supply chain has had on customer satisfaction.
 - PI: Explain the impact of supply chain on business performance (e.g., value, customer satisfaction, business design, sustainability) (OP:477) (SP) (Tier 2, Operations)
- Create a plan to meet the needs of customers in the changing environment while increasing sales.
 - PI: Demonstrate problem-solving skills (PD:077) (CS) (Tier 1, Professional Development)

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JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain the concept of supply chain?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain the causes of business process changes?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the impact of supply chain on business performance?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Demonstrate problem solving skills?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						