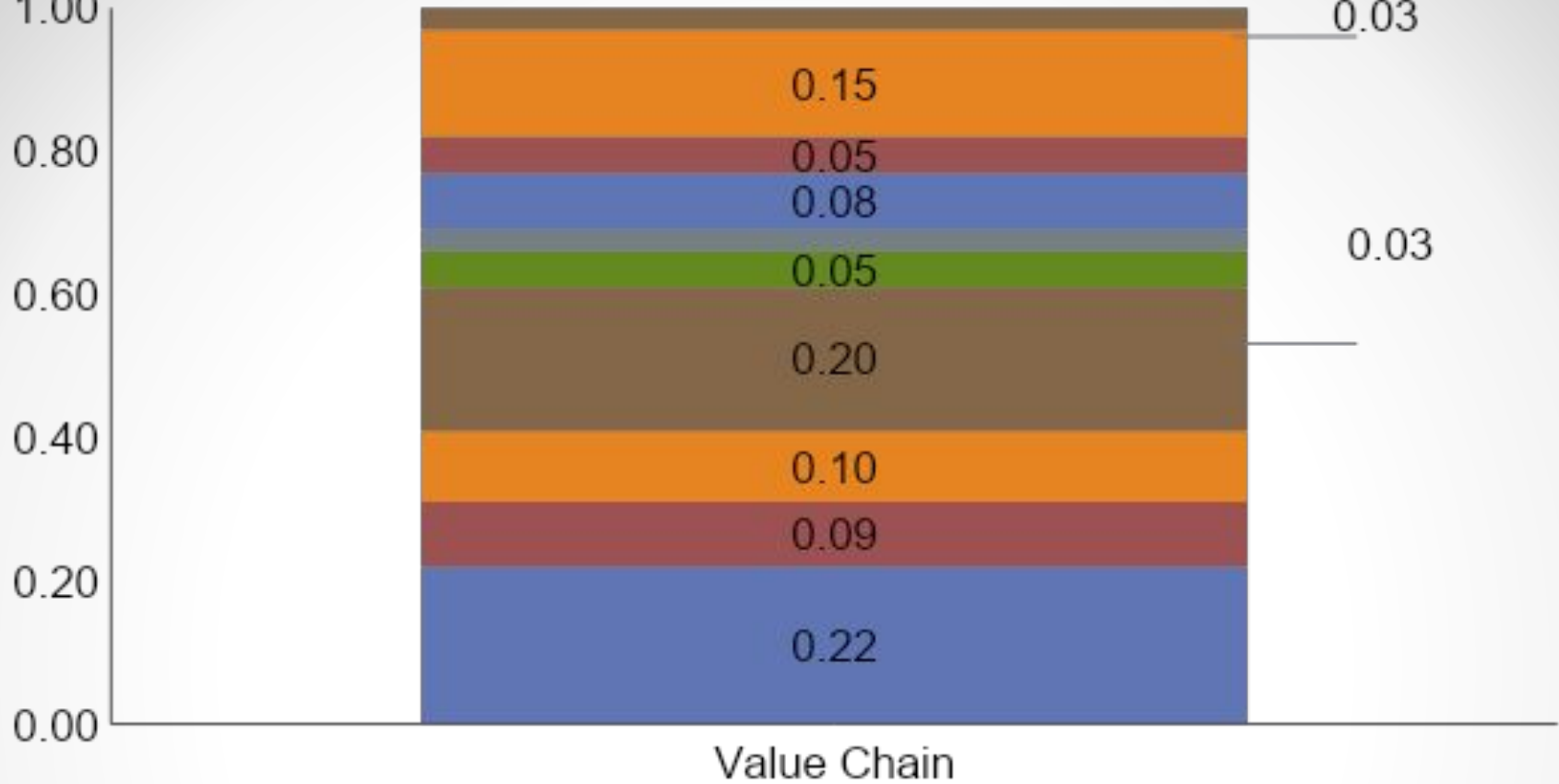


Case One

The Setup

- You've decided to start a natural-flavor frozen-sherbet business rather than going into consulting. You've been doing a market research and came across the value chain presented in the following slide.
- Your task is to create a similar value chain for your startup; please explain how it's different and why



- Margin
- Overhead
- Shelf Space
- Ads
- Cold Storage
- Distribution
- Processing
- Packaging
- Cost of Goods
- R&D