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If you don't need the cohesion case, take the virtual tour! In most courses studied at Harvard business schools, students are provided with a case study. The main cases of HBR concern an entire sector, an entire organization or a part of the organization; profitable or unprofitable organisations. The role of the student is to analyze the case and diagnose the situation, identify the problem and then give the appropriate recommendations and measures to be taken. Model of the five forces of the porter To carry out a detailed analysis of the cases, the student should follow these steps: STEP 1: Reading Up Harvard Case Study Method Guide: Case study method guide is provided to students who determine the aspects of the problem to consider when analyzing a case study. It is very important to provide an in-depth reading and understanding of the guidelines. However, poor reading of the guide will lead to misunderstandings about the case and failure of the analyses. It is recommended to read the guidelines before and after reading the case to understand what is asked and how to answer questions. Therefore, an in-depth understanding of the case guidelines is very important. Harvard Case Study Solutions STEP 2: Reading The Cohesion Case The Broadway Cafe Harvard Case Study: To have a complete understanding of the case, you should focus on reading cases. It is said that the case should be read twice. Initially, quick reading without taking notes and underscores should be done. The first reading is to have a rough idea of what information is provided for analysis. Therefore, a very careful reading should be made at second reading of the case. This time, highlighting the important point and marking the necessary information provided in case. In addition, quantitative data in the case and its relationship to other quantitative or qualitative variables should be more important. In addition, manipulating different data and combining with other available information will provide a new vision. However, all the information provided is not reliable and relevant. When you have a quick read, you notice the following points: Nature of the Nature organization if the industry in which the organization operates. External environment that is making organization Problems addressed by the Direction Identification of communication strategies. Any relevant strategy that can be added. Control and out-of-control situations. When reading the case for the second time, the following points should be taken into account: decisions must be taken and the person responsible must make a decision. Objectives of the organization and key actors in this case. The compatibility of the in case of less, their reconciliations and the necessary redefinition. Sources and constraints of the organization from the achievement of its objectives. After thoroughly reading the case and guidelines, the reader should go ahead and start analyzing the case. STEP 3 Pest Analysis: Making the Case Of The Cohesion Case The Broadway Cafe: To make an appropriate case analysis, in the first place, the reader should mark the important problems that are happening in the organization. There may be multiple issues that can be addressed by any organization. Secondly, after identifying the problems in the company, identify the most worried and important problem that needed to be focused. Firstly, the introduction is written. After having a clear idea of what is defined in the case, we deliver it to the reader. It is better to start the introduction from any historical or social context. The challenging diagnosis for The Cohesion Case The Broadway Cafe and information management must be provided. However, the introduction should not exceed 6-7 lines in a paragraph. Since the most important goal is to convey the most important message to the reader. After introduction, the problem statement is defined. In the declaration of problems, the most important problem and constraints of the company to solve these problems should be clearly defined. However, the problem should be concisely defined in a single paragraph. After defining the problems and constraints, the analysis of the case study begins. STEP 4: SWOT Analysis of Cohesion Case The Broadway Cafe HBR Case Solution: SWOT Analysis helps the company identify its strengths and weaknesses, as well as an understanding of the opportunities that can be used and the threat the company is facing. SWOT for The Cohesion Case The Broadway Cafe is a powerful analysis tool as it provides a thought to discover and take advantage of the opportunities that can be used to increase and improve the company's operations. It also identifies the organization's weaknesses that will help eliminate and manage threats that would capture management's attention. This strategy helps the company realize any strategy that differentiates the company from competitors, so that the organization can successfully compete in the industry. The strengths and weaknesses are obtained from the internal organization. While, opportunities and threats are generally related from the external environment of your organization. In addition, it is also called internal-external analysis. STRENGTHS: In strengths, management should identify the following existing points in the organization: Benefits of the Business organization better than competitors. Unique resources and low-cost resources that the company has. The business and resource market sees it as the strength of the company. Unique sales proposal of the company. WEAKNESSES: Improvement that could be made. Activities that can be avoided for The Cohesion Case Broadway Cafe. Activities that can be determined as your weakness in the market. Factors that can reduce sales. Competition activities that can be seen as your weakness. OPPORTUNITY: Good Good that can be spotted. Interesting trends in industry. Opportunities for cohesion the Broadway Cafe can be achieved by things like: Change in technology and market strategies Government policy changes related to the company's field Changes in social models and lifestyles. Local events. THREATS: The following points can be identified as a threat to the company: the company is facing obstacles. Competitors' activities. Quality standards of products and services Threat from changing technologies Financial/cash flow issues Weakness threatening the company. When applying SWOT to the analysis, the following points should be taken into account: they must be cit. Prioritize the points under each head, so that the direction can identify which step should be done first. Apply analyses at the proposed level. Clarify before on what basis you need to apply the SWOT matrix. Make sure that the points identified are involved in the strategy formulation process. Use special terms (such as USP, Basic Skills Analysis, etc.) to get a complete picture of the analyses. STEP 5: PESTEL /PEST Cohesion Case Analysis The Broadway Cafe Case Solution: Pest Analysis is a widely used tool for analyzing political, economic, socio-cultural, technological, environmental, and legal situations that can provide great and new opportunities for the company, as well as these factors can also threaten the company, to be dangerous in the future. Pest analysis is very important and instructive. It is used for the purpose of identifying business opportunities and early threat warning. In addition, it also helps to the extent that change is useful for the company and also guides the direction of change. In addition, it also helps to avoid activities and actions that will be harmful to the company in the future, including projects and strategies. To analyze your business goal and its opportunities and threats, you need to follow the steps below: Brainstorming and taking changes to your organization. Answer the necessary questions about your organization's specific needs Analyze the opportunities that would occur due to the change. Analyze the threats and issues that would be caused by the change. Perform cost-benefit analyses and take appropriate action. Pest analysis PARASITIC FACTORS: POLITICIANS: Upcoming general elections and changes that will happen in the country due to this elections Strong and powerful political person, his point of view on company policies and their effect on the organization. Strength of property rights and rules of law. And its relationship with corruption and Organized. Changes in this situation and its effects. Amendment of legislation and tax effects on the enterprise Trend of regulations and deregulation. Effects of changing company regulations Calendar of legislative changes. the legislative framework. political factors that could change for The Cohesion Case The Broadway Cafe. ECONOMIC: position and trend of the current economy, i.e. growing, stagnant or declining. Exchange rate fluctuations and its relationship with the enterprise. Change in the level of disposable income of the customer and its effect. Fluctuation in the unemployment rate and its effects on the recruitment of skilled workers Access to credit and loans. And its effects on the company Effect of globalization on the economic environment Considerations on other socio-cultural economic factors: Change in the rate of population growth and age factors, and its impacts on the organization. Effect on the organization due to changing attitudes and generational changes. Standards of health, education and social mobility. Its changes and effects on the company. Employment patterns, labour market trends and attitudes towards work according to different age groups. case study solutions Social attitudes and social trends, change in social culture Religious believers and lifestyles and its effects on the organization Other socio-cultural factors and its impacts. TECHNOLOGY: Any new technology that the company uses Any new technology on the market that could affect work, organization or industry Competitors' access to new technologies and its impact on the development of their best product/services. Areas of government and educational institutions research where the company can make any effort Changes in infrastructure and its effects on the existing technology workflow that can facilitate the company Other technological factors and their impact on the company and industry These headers and analyses would help the company to consider these factors and to make an overview of the characteristics of the company. This will help the manager make the decision and draw conclusions about the forces that would create a big impact on the company and its resources. STEP 6: Porter's Five Forces / Strategic Analysis Of The Cohesion Case The Broadway Cafe Case Study: Porter's five-force model is used to analyze a company's structure and business strategy. Five forces have been identified in this model which play an important role in shaping the market and industry. These forces are used to measure the intensity of competition and the profitability of an industry and a market. Five-force model of the goalkeeper These forces refer to the micro environment and the company's ability to serve its customers and make a profit. These five forces comprise three forces of horizontal competition and two forces of the Vertical. The five forces are discussed below: THREAT OF NEW ENTRANTS: as the industry has high profits, many new entrants will try to enter the market. However, new operators will eventually cause overall profits in the sector to decline. Therefore, it is necessary to block new operators in the sector. The following factors describe threat level for new operators: entry barriers that include copying rights and patents. High capital requirement Government-limited policies Change of costs Access to suppliers and distributions Customer loyalty to established brands. THREAT OF REPLACEMENTS: This describes the threat to the company. If goods and services do not live up to the standard, consumers can use substitutes and alternatives that do not require any extra effort and do not make a big difference. For example, using Aquafina to replace tap water, Pepsi as an alternative to Coca Cola. The potential factors that have made the customer switch to substitutes are as follows: Performance of replacement switching cost prices of the buyer Substitute for products available on the market Quality reduction Close replacement is available DEGREE OF INDUSTRIAL RIVALRY: the less money and resources you need to enter any sector, the more new competitors you will be and will be an effective competitor. It will also weaken the company's position. Below are the potential factors that will affect the company's competition: Competitive advantage Continuous innovation Sustainable position in competitive advantage Level of advertising Competitive strategy BARGAINING POWER OF BUYERS: deals with the ability of customers to break down prices. It consists primarily of the importance of a customer and the level of cost if a customer switches between products. Purchasing power is high if there are too many alternatives available. And purchasing power is low if there are fewer options of alternatives and switching. The following factors will affect the purchasing power of customers: Contract leverage A buyer's switching cost Buyer price sensitivity Competitive advantage of the bargaining power of company product suppliers: this refers to the supplier's ability to raise and decrease prices. If there are few alternatives or suppliers available, this will threaten the company and should purchase its raw material on the supplier's terms. However, if there are many alternative suppliers, suppliers have low bargaining power and the company does not face high switching costs. The potential factors influencing the bargaining power of suppliers are as follows: Differentiation of inputs Cost impact on differentiation Distribution center strength Availability of substitute input. STEP 7: VRIO Analysis of The Cohesion Case The Broadway Cafe: Vrio Analysis for The Cohesion Case The Broadway Cafe case study identified the four main attributes that help the organization gain competitive advantages. The author of this theory that the company must be precious, rare, imperfectly imitated and perfectly unsustainable. Therefore, an organization needs to have some resources and features that can facilitate competitive advantage for your business. The four components of VRIO VRIO are described below: PRECIOUS: the company must have some resources or strategies that can take advantage of opportunities and defend the company from major threats. If the company holds a certain value, the answer is yes. Resources are valuable even if they provide customer satisfaction and increase customer value. This value can create by increasing the differentiation of the existing product or decrease its price. If these conditions are not met, the company can lead to a competitive disadvantage. Therefore, it is necessary to continuously review the values of the activities and resources of the company The Cohesion Case The Broadway Cafe. RARE: The resources of The Cohesion Case The Broadway Cafe company that are not used by other companies are known as rare. Rare and valuable resources grant many competitive advantages to the company. However, when more than a couple of companies use the same resources and provide competitive parity they are also known as rare resources. Even competitive equality is not the desired position, but the company should not lose its valuable resources, even if they are common. EXPENSIVE TO IMITATE. Resources are expensive to imitate, if other organizations can't imitate it. However, imitation is carried out in two ways. One is to duplicate that is direct imitation and the other is to replace that is indirect imitation. Any company with valuable and rare resources, and these resources are expensive to imitate, has gained its competitive advantage. However, resources should also be perfectly unsustainable. The reasons why imitation resources are expensive are historical conditions, random ambiguity and social complexity. ORGANIZED TO CAPTURE VALUE: Resources, in themselves, cannot benefit your organization until they are organized and leverage to do so. A company (such as The Cohesion Case The Broadway Cafe) must organize its management systems, processes, policies and strategies to fully exploit the potential of the resource to be valuable, rare and expensive to imitate. Imitate.

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