Chapter 5 Case Clues

Case 5.1 Open Doors: Using NAICS and the American Community Survey

Case objective

This case illustrates to you how secondary data, specifically that supplied by the U.S. Census Bureau, can guide marketing decisions. Here, the owners of a furniture store use it to determine market potential. The secondary data offers ways to determine the relative market potential of potential market areas.

Clues to Case Questions

1. Based on the output from their data search, the Fulkersons have a number of variables that can be used to assess the market potential for furniture stores in each market. What are these variables?

   Clue: consider any and all columns to the right of “year code.”

2. What is wrong with evaluating the MSAs based on the number of furniture stores already existing in those geographical areas? What additional information could the Fulkersons use as a better metric for determining “retail saturation” for furniture stores in each MSA?

   Clue: How can you make ratios work better than absolutes?

3. Find the information you proposed in question 2 and enter the data in an Excel spreadsheet. Create the formula to calculate your “Index of Retail Furniture Store Saturation.”

   Clue: Not everyone can afford furniture, so how can you manipulate the data to indicate “ability to pay?”

4. Based on your results in question 3, which MSA should the Fulkersons select to open the next Open Doors?

   Clue: If you addressed question #3, the answer should be fairly obvious.

Case 5.2 Integrated Case: Global Motors

Case Objective

In this case, you are required to recommend and investigate secondary data sources and online information sources relevant to the integrated case.
Clues to Case Questions

1. Go to secondary data sources such as your university's online databases. You may want to talk to your librarian or search online for the most appropriate databases for this topic. Search for some articles on “global warming” or “climate change.” Take notes on the topics that are covered in the titles or abstracts and create an outline of the topics covered. This will help you become familiar with subject in greater detail.

   Clue: Think: scientific opinion, public opinion, and industry opinion.

2. Scan several of the articles you’ve found and outline key points made in the articles. Organize the articles based on the topics covered and write a five-page paper on the topic using subheadings to cover the different issues you’ve discovered.

   Clue: Hey, the chapter tells you how to do a database search.

3. Evaluate the sources you’ve used in your paper according to the criteria outlined in this chapter. Do you believe some sources of information are more trustworthy than others? How would you determine trustworthiness?

   Clue: Refer to the section on evaluating secondary data.

4. If Nick Thomas wants to learn how consumers’ attitudes toward global warming are related to car-buying intentions, where might he find this data?

   Clue: Does it seem likely that there is secondary data on such a specific relationship, and if not, what, primarily, Nick should Nick do?