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# **BY-THE-SEA BISCUIT COMPANY: A DECISION IN NEW VENTURE ANALYSIS**





The background of the slide is a historical painting of a coastal city, likely Constantinople, featuring a large harbor with numerous ships, including galleys and sailing vessels, and a cityscape with domes and minarets. The sky is filled with soft, golden clouds. The title 'Introduction' is centered at the top in a black, cursive font. The main text is centered below the title in a bold, black, sans-serif font. The text is framed by decorative, thin-lined corner ornaments in the top-left and top-right corners.

# *Introduction*

**A detailed description of using decision-making criteria in an organisation is well illustrated in the By-the-Sea Biscuit Company case . Situated in the context of the snack food competition, new venture targets are discussed in the context of the new biscuit brand.**



# *Market Position*

**The case provides a conceptual grid that can be used to view new business opportunities through different perspectives. First of all, market investigation is obligatory because the recognition in the direction of customers and their tendencies is among key success factors of the snack business.**





# *Difficulties*

**One of the key elements of the case solution is exposition of risks that exist in connection with a new product launch. Market competition, instability of raw material, and market reaction are the major challenges that By-the-Sea Biscuit Company has to confront.**





# *Conclusion*

**The solution of case By-the-Sea Biscuit Company offers lesson's point for the young and experienced entrepreneurs and business managers in new venture analysis. In looking at the market potential, financial stability and strategic issues, the case supports the analysis on new product development.**







# *Resource*

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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