Small_Business_Management_Case_Analysis.edited.docx

by

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Small Business Management Case Analysis: No Cow Case Study

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Introduction

No Cow was founded by an individual named David Katz at 18 years because of his health and fitness passion at a young age. During this period, he was dedicated to fitness and lived pretty much on protein bars. However, he had horrible stomach aches because he had issues with dairy products, but he had no idea. He made his protein bars, which he called No Cow whenever he could not find dairy-free protein bars that were also low on sugar. No Cow bars are low net carbohydrate protein bars that are low in sugar and rich in fiber, making them ideal for the ketogenic diet. No Cow provides pure protein efficiency with lean protein bars. The firm has secured over $100,000 in investment from high-profile investors such as General Mills' venture capital arm and generated $10 million in sales in 2017 (Forbes, n.d.). The product is currently available in over 15,000 retailers throughout the country.

SWOT Analysis

Strengths

Innovativeness: Monk (2019) suggests that the product is unique, gaining recognition and participating in a Natural Innovation Summit sponsored by Kroger Co.

Resources: No Cow has signed an investment agreement with 301 INC, the Minneapolis-based General Mills' business development and venturing branch, and private equity company 2x Consumer Products Growth Partners (Food Business News, n.d.).

Products quality: The Company's protein bars are plant-based health rations that include gluten, dairy, soy, or genetically engineered entities. Bodybuilders prefer the product since it provides a lot of protein while being low in sugar.

Weaknesses

Marketing strategy: Even though the products retail in over 15 000 stores country-wide, the potential of attracting more consumers is more significant when an effective marketing strategy is implemented.

Opportunities

Social trends: No Cow has the potential of sustainability as a trademark and refining the concept of the bar.

Technology: The Company can use modern technology to make services and products more agreeable to the consumer.

Threats

Raw material supply: No Cow products are plant-based, and so far, there are specific produces they use in manufacturing the bars. It is known that plant has are seasonal; thus, sometimes they may lack. Consequently, No Cow might lack the raw materials to keep them in business.

Alternative Solutions

The first alternative solution to the presented threat is implementing the primary and secondary sourcing model. The primary source is used for as long as it meets its supply demands, delivery, and quality requirements. On the contrary, a secondary distributor is available to cover

any deficits. The advantage of this strategy is that operations will not be halted because there is a guaranteed supply of raw materials. However, the flaw of this strategy is that it would be difficult and costly to manage the supply chain because of the number of suppliers available.

The second alternative solution involves keeping a certain quantity of safety stock levels. This entails incurring additional inventory storage expenses and possible obsolescence costs, although this may be justified if supply is frequently disrupted. The advantage of this strategy is that it offers some form of insurance; thus, the business will be compensated in case supply is disrupted. However, the company would lose substantial amounts of money if the supply is not disrupted.

The best solution would be implementing the primary and secondary sourcing model because it offers low-risk investment options.

Implementation of the chosen Alternative

I would do a feasibility evaluation to investigate the best raw material sources. Website reviews on possible suppliers, one-on-one conversations with clients, and surveys will be the primary data collection tools. Following the collection of information, the data processing team will be tasked with analyzing and providing a report that will aid the whole management in selecting the best suppliers' sourcing, marketing strategies, and distribution techniques.

References

Food Business News. (n.d.). *How General Mills is Helping this 21-Year-Old Sell Protein Bars*. https://www.foodbusinessnews.net/articles/11460-how-general-mills-is-helping-this-21-year-old-sell-protein-bars

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