Solutions

2.1

- Two lines naming structure and position: forces 17/25 with entrants the binding force; margin 13.2% held by brand (sustained VRIO) - equipment and trainers parity.

2.2

- Schools 9.0k > penetration 8.7k > frozen 6.0k > farm shop 3.0k; farm shop buy only at or below 369k; specialty position (equilibrium 18/12) is the base, not an option.

2.3

- E.g. hold specialty; win the schools contract; buy the farm shop only below 369k with a staged pilot; close the 6-hour gap by promotion - each clause a number above.

2.4

- Any three with number and date: activation 31-45% by Q3; supervision gap 6-0 hours by June; pilot sign-ups below 60% by week 3 lapses the option.

exercises.lol exercises.com.cn