

LESSON 02

CASE STUDY PROBLEM & SOLUTION

Today's Objectives:

- ✓ Become familiar with existing real food case studies.

Today's Date:

- ✓ For each case study, determine the problem and the business's solution to that problem.

Bell Ringer:

Whole Foods is a national real food business. Record what products or services you think (even if you don't know) Whole Foods provides. Afterward, develop a problem/solution statement below that addresses the products or services provided by Whole Foods.

1. Whole Foods provides the following products or services:

2. Based on the products or services Whole Food provides, what problem is it trying to address?

3. Based on the problem Whole Foods is addressing, what is its solution?

Step 1:

Complete the chart below for each real food case study.

Business Name	Business Problem	Product or Service	Business Solution

Step 2:

Select a real food case study with your group. Keep in mind, the case study you select will be used throughout the unit and will serve as inspiration for your group's real food business.

1. Our Real Food Case Study:

2. Why we selected this case study: