**Assignment \_\_\_\_\_\_**

**Week 2 Case Study – Krispy Kreme**

**Instructions:**

Step #1: All students, download document from Perry’s teacher website, download to Google docs, type responses in Google docs.

Step #2: All students print document from Google docs and turn hardcopy in to Ms. Perry

Step #3: Dual students, after completing document, printing hard copy, ***get approval from Ms. Perry*** prior to uploading document to eCourseware dropbox.

Read the Case Study starting on pg. 71 in your text. Answer the questions below.

1. What mistakes did Beatrice Foods make after purchasing Krispy Kreme? Why wasn’t Krispy Kreme a good fit for Beatrice?

1. What opportunity did the franchisees see in buying back Krispy Kreme rather than starting a new company from scratch?

1. Describe several business lessons that can be drawn from Krispy Kreme’s history.

1. Krispy Kreme started as a family business. How has that influenced the operation of the company?

* Identify three questions you would have asked Ishmael Armstrong while performing due diligence for the potential purchase of Krispy Kreme Doughnuts.
* List three questions that you would ask today if you were considering becoming a Krispy Kreme franchisee.