Assignment # 12

Read the Krispy Crème Case Study. 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.