Final Exam

BUS580, Spring 2013

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Greetings.

We have read 34 articles and chapters on the topic of business strategy. I would like you to use those readings, at least 20 of them explicitly intelligently incorporated in your analysis and cited as you write, while analyzing the case of Oakshire Brewing. It was written especially for you!

1. Firstly: What do you think are the major issues facing Oakshire Brewing?
2. Secondly: Are there any major issues facing the industry? How attractive is it?
3. Thirdly: What are the pros and cons of each of the options listed that Pilshouse thinks he has?
4. Fourthly: What are the pros and the cons of the magic brew and shaman image? How can it be put to best use, and how can it be risky?
5. Fifth: If you were a consultant, what would you suggest that Pilshouse and the Oakshire Brewery do?
6. Lastly: If you were an industry level consultant, what would you suggest to the members of the Oregon Brewers Association?