附件2

**注：Sample Case Outlines（案例大纲示例）由加拿大毅伟商学院提供，案例建议书中“初定案例大纲”一栏填写为中文即可。**

Sample Case Outlines

Frozen Cooked Noodles—Interactions of B2C and B2B Marketing

Opening paragraph:

* A recent milestone of the companythat highlights the case issue (who, what, when, and where)

Company background:

* Founding of the case company
* Current CEO’s background
* B2C operations of the company
* B2B operations of the company
* As a distribution agent of foreign brands (including JV with P&G)
* The use of B2B marketing to support B2C marketing, the ice cream example
* Operation snapshots of the company

Frozen Cooked Noodles:

* Origin of Udonnoodles in Japan
* Instant Noodles in Japan (value and market trend in B2C marketing, possible weaknesses, such as health concerns, no B2Bopportunities)
* Frozen cooked noodles in Japan (opportunities for B2C and B2B marketing)
* Noodle market in Taiwan (traditional noodles, instant noodles, and frozen cooked noodles)

A New Frozen Noodle Line by the Case Company:

* Development of the new line (product and manufacture technologies)
* Branding of the new line
* Product features
	+ Materials
	+ Nutrition contents
	+ Taste
	+ Packaging
	+ No flavoring packets
	+ Preparation
* Value proposition to B2B and B2C customers

B2B Launch:

* Noodles and food services in Taiwan
* Appeal of frozen cooked noodles to restaurants and food stands
* Positioning in B2B marketing (a premium brand that allows restaurant to charge a premium price compared to no-brand noodles, frozen cooked or not)
* Promotion of the new line to B2B clients
* Market performance in terms of end-userexperience

B2C Introduction:

* Product appeals to end-users who tried this new line at a restaurant
* Beginning of B2C marketing
* B2C product positioning
* B2C promotion
* B2C distribution (supermarkets and direct sales)
* Widening of product lines in B2C marketing
* Initial consumer reactions to B2C introduction

Overseas Explorations:

* Europe (B2B appeal to restaurants)
* China (B2C appeal by opening restaurants)
* Possible B2B and B2C interactions (using B2B to support B2C in Europe or using B2C to support B2B in China)

Concluding paragraph:

* Refer to the milestone in the opening paragraph to present the case issue to be discussed in the classroom