- 1. What are some of the advantages and disadvantages for a company from being part of a multinational conglomerate like Cadbury as opposed to being an independent company?
- 2. Are there any advantages to being a number 3 firm in an industry?
- 3. (DPS) business strategy? How well is it working?
- 4. What resources does DPS possess that give it a competitive advantage, if any? What should the company focus on in the future to develop resources that will lead to a sustainable competitive advantage?
- 5. Are DPS brands different enough to require a different approach to the market for each one? What synergies does the company enjoy across its brands?
- 6. Based on his background, is Larry Young the right person to be leading DPS