

## **Session 06.**

### ***Calyx and Corolla (M, February 14).***

#### **Discussion Questions**

1. (Customers) What segments of customers would purchase flowers from catalogs (delivered via Fedex)? Why?
2. What are the customer needs that Calyx and Corolla must fulfill? How have competitors fulfilled those needs in the past? How well does Calyx and Corolla fulfill those needs? (Hint: Map C&C's actions and map competitive actions [FTD] to customer needs.)
3. How do you make money in a direct-mail business? What are your assets and what are your costs? Are any assets defensible?
4. Evaluate the Bloomingdale's, SmithKline Beechan, and Voluntary Hospitals of America promotions?
5. (Advertising and communication) How would you evaluate the Minneapolis/St. Paul experiment? What would be considered a success?
6. How should Owades grow the business?

#### **Case Readings**

Calyx and Corolla (9-592-035)

Customer Profitability and Lifetime Value (9-503-019)