University of Ferrara | DEPARTMENT OF ECONOMICS AND MANAGEMENT

Using Du Pont triangle for the analysis of strategies

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Goal

You can download from AIDA some financial data from 2013 to 2018 referring to the companies operating in the industry corresponding to the ATECO code 10.73.00 "Manufacture of macaroni, noodles, couscous and similar farinaceous products".

You can have access to AIDA from the UniFe library (or using Open GUI VPN, downloadable from he UniFe website)

Your goal is to identify, through the most appropriate analyses and using the Du Pont triangle (ROI=ROS×NCE Turnover), the best performing strategies, comparing the differentiation strategy to the cost-based and high-volume based strategy.

Tips

- Many scholars have already carried out similar analyses
- Statistical approach can be useful
- Decide about how to deal with 6 years and with companies having different size

How to enroll

Application. The representatives of the groups willing to enroll on the case discussion must send an email to mrzgpp@unife.it (Object: CS1 – Application), specifying the name of the group. Deadline: 23 October 2019, 1:00 PM

Report. The representative must send the (draft of the) presentation in PowerPoint or pdf format to mrzgpp@unife.it. Deadline: 4 November 2019

Presentation. Presentations will be delivered on 8 and 9 November 2019 (depending on the number of teams). Each student of each team is expected to present. Time allowed for each team: 15 minutes for presentation and 5 minutes for the discussant team

For each presenting group, a group discussing the presentation will be indicated. The list of the groups presenting and discussing the case study will be sent to the representatives of the groups and each representative is also requested to send the draft of the presentation to the representative of the group acting as a discussant.

The order of presentations will be communicated by email once all the reports are received.

Special Points: Students can earn up to 3 special points