Preparation Discussion Questions

Please Review: Consider the case discussion questions assigned (which will be used as a framework for class discussion) but do not limit your analysis to them. They should lead your thinking toward the critical issues in the case.

**JetBlue Airways**

1. What are they key success factors for JetBlue?
2. Will it take to execute on these factors?
3. If this organization were going public next week, would you invest? Why or why not?

**ICEDELIGHTS**

1. Evaluate the ICEDELIGHTS opportunity.
2. What are the critical risks faced by:
   - The business?
   - Each of the individuals?
3. What are the potential rewards?
4. Evaluate the deal as finally structured.

**Roxanne Quimby**

1. Who can be an entrepreneur?
2. What are the risks, rewards, and trade-offs of a lifestyle business vs. a high potential business- one that will exceed $5 million in sales and grow substantially?
3. What is the difference between an idea and an opportunity? For whom? What can be learned from Exhibits C and D?
4. Why has the company succeeded so far?
5. What should Roxanne and Burt do, and why?

**The DAG Group**

1. How should Chris and Val evaluate Superb as a potential acquisition candidate? Is this the opportunity they have been looking for? Should they make a serious offer?
2. How does the opportunity compare with the prospect of a start-up? What are the trades-offs between the acquisition and start-up routes? Should they just go ahead and open their own store?
3. Is there an opportunity for a new entrant to essentially change the game in dry cleaning? If not, why not? If so, why have Chris and Val not been able to capitalize on it yet?