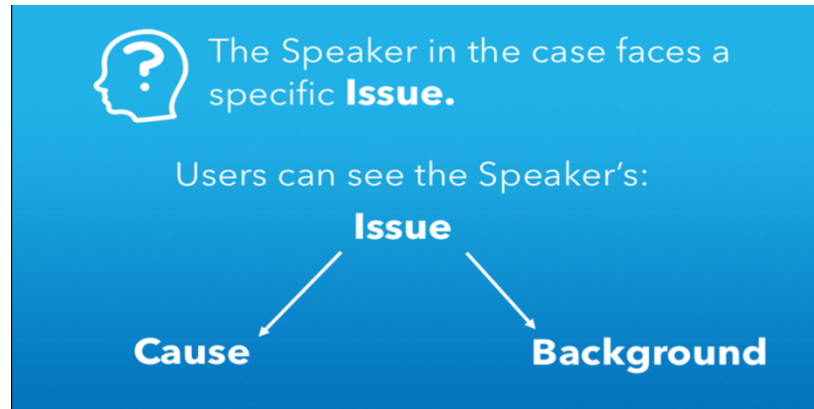


Case Analysis Using CaseNet.ca

HOW A CASENET.CA CASE WORKS



Domaine de Grand Pre 1

In this multimedia case, Jurg Stutz winemaker at Domaine de Grand Pre addresses the issue of how to appropriately structure the employment relationship with much needed vineyard helpers who do the work in the vineyard in order to ensure that they are employed by the winery when needed.

Issue

Cause

Background

Click each video to discover the **Issue, Cause** and **Background**

Domaine de Grand Pre 1

In this multimedia case, Jurg Stutz winemaker at Domaine de Grand Pre addresses the issue of how to appropriately structure the employment relationship with much needed vineyard helpers who do the work in the vineyard in order to ensure that they are employed by the winery when needed.

Background videos are separated into clips.

The **Background** describes the individual, the company and the industry.

Using case details combined with outside information sources, the User:

- 1. Summarizes **Issue and Cause**
- 2. Completes a **Situation Analysis**
- 3. Develops a **Decision Criteria**



- 4. Creates **Alternatives**
- Evaluates them using their **Decision Criteria**
- 5. Choses a **Solution** based on the results

- a _____
- b _____
- c _____

a	X	✓
b	✓	✓
c	✓	X

- a _____
- b ✓
- c _____

- 6. **Justifies** the solution
- 8. Provides **References**



- 7. Plans the **Implementation**
- 9. Supports with **Appendices**



Here's an example...

- 1. **Issue & Cause**
The price of cork is increasing, now the Grand Pre Winery needs to consider other options to seal its bottles.
- 2. **Situation Analysis**
The Winery's strengths and weaknesses are _____, their competitors are _____, the wine industry is _____.
- 3. **Decision Criteria**
To determine the best solution, each alternative will be evaluated on (effectiveness, cost, speed, etc.).
- 4. **Alternatives**
 1. Chose synthetic corks
 2. Stay with natural corks
 3. Switch to screw caps

5. Solution

2. Stay with natural corks

6. Justification

Durability & consumer preference.

7. Implementation

Grand Pre Winery will continue to purchase corks but reevaluate cork suppliers within the market to find the best value.

8. References



9. Appendix



* Example has been oversimplified for demonstrative purposes.

Idea for Live Class

10-15 minutes to play **Issue**, **Cause** and some **Background** clips.

Groups of 4-5 take 20-30 minutes to undertake **Analysis**, **Alternatives**, **Solution** and **Justification**.

With roughly 35 minutes left, the instructor prompts teams to present their **Alternatives** as the class discusses their pros and cons.

The instructor then reveals the Speaker's **Alternatives** and **Solution**.