**Case Study Example**

Kara wanted to start her own business. She knew that Egyptian Authentic Food restaurants were very popular and she was an excellent cook of Egyptian food. She decided to start cooking dishes of Egyptian food and selling them to local people for dinner parties. She advertised in the local newspaper and used her own kitchen to prepare the food. Customers would ask her to cook a particular dish of their choice and she would cook it especially for them just how they wanted it. The food was extremely popular and soon she had more orders for dinner parties than she could cope with and had to turn down customers.

So Kara decided to rent a small factory unit in which she could put large cookers. She expanded and took on several employees to help her. The number of orders continued to grow as her reputation for producing excellent food continued to spread. Shops started to order large quantities of a particular dish and they would sell it to customers in smaller containers as a takeaway dinner which customers would heat up at home. In the new premises Kara did things slightly differently. Now, instead of making one pan of a particular dish, she would make a large quantity in one go and then divide it into large containers ready to be sent out for sale. She would then make a large quantity of another dish, and so on. Still the popularity of the food continued to grow!

After 2 years of expanding at the small factory unit, Kara decided she could afford to buy a much larger premises and invest in new automated machinery to cook the food. The demand was there, the food sold to airlines, hotels and supermarkets, as well as the original shops. The new automated process would produce particular dishes in very large quantities, and would produce the same dish continually.

**Activity** – Read the case study and answers the questions in your books. You can use chapter 4 in working through the example:

1. What are the different methods of production that Kara used as her business expanded?
2. Why do you think she changed production methods as her business expanded?
3. Based on Unit 02 and Unit 03 - create a SWOT analysis for the new business premises and for each, describe how this will impact on the business
4. Extended - What was the danger to the business of increasing productivity through an automated process?
5. Extended - Using **Kaizen**, comment on how Kara might streamline the business premises layout.