CRACK THE CASE SYSTEM

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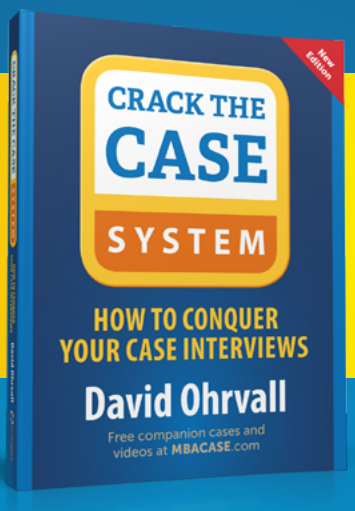
CASE 609 *Plainfield Industries*



David Ohrvall

FOUNDER OF **MBACASE.COM**

CRACK THE CASE SYSTEM

Plainfield Industries

Bismarck, North Dakota, US

Plainfield wants to plant their new seed. Will it grow?

609 START ★★★

BISMARCK CITY FACTS

- In 1773, changed the name to Bismarck after German chancellor Otto van Bismarck to gain German investment in Northern Pacific Railway
- In February 2007, Bismarck set a national record for the most snow angels made in one place: 8, 962
- The top three ancestries in Bismarck are German (57.9%) Norwegian (18.2%) and Russian (7.7 %)

TRAIN Profile

Type	Region	Analysis	Industry	Number
1 CASE START	BISMARCK, NORTH DAKOTA Population: 104,944 Currency: Dollar, USD, $	ROADMAP → 3 New Business or Product	Agriculture	LEVEL 1

Solo Practice with Video Assist

1. Find your videos
2. Set up
3. Listen to question
4. Recap
5. Create your plan
6. Present your plan
7. Stop and study
8. Reinforce

10 minutes

Partner Practice

1. Set up
2. Present the case question
3. Recap
4. Create your plan
5. Present your plan
6. Stop and study
7. Reinforce

CRACK THE CASE SYSTEM

Plainfield Industries

Bismarck, North Dakota, US

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Interview Guide

Case Situation & Question

Plainfield Industries has had a new breakthrough. They have just developed a genetically engineered corn kernel that produces crops of drought-resistant corn. Overwhelmed with the possibilities of revenue growth, they want to get this product to market ASAP. They realize they have a lot of options and need your help to prioritize.

What's the best and fastest way to launch this new product?

Case Twist

Two other competitors, one in Europe and another in Asia, have discovered similar products.

How do these announcements impact your strategy?

Click or scan QR to see video.

Feedback

Physical Skills	Weak		Strong
Body Language	1	2	3
Verbal	1	2	3
Listening	1	2	3

Thinking Skills			
Hypothesis Generation	1	2	3
Initial Plan & Output	1	2	3
Data Analysis	1	2	3
Basic Business Intuition	1	2	3

Total Score _____ / 21

Case Start Self Study Reminders

Listen to Question	*Recap & Ask for a Minute*	*Create Your Plan*	*Present Plan*	*Stop & Study*	*Reinforce*
Read the question out loud like an interviewer or watch the MBACASE video interviewer.	Briefly recap the situation, the complication, and your task. Speak out loud just like you would in an interview.	Using the paper below, fill in the sections.	Turn your plan toward the interviewer (or mirror or webcam) and present it piece by piece .	Review the roadmaps and the Post Case Review page to see what you missed. Mark up your plan to make it better.	Do the start again with the video interviewer, or find a live partner and get some feedback. Incorporate what you learned the first time.

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My Initial Plan and Output

Today's date:

Questions I'm thinking about:	**Topics I know to cover:**
Profit Tree Approach:	**Topic Bucket Approach:**

CRACK THE CASE SYSTEM

Plainfield Industries

Bismarck, North Dakota, US

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Post Case Review

Sample Case Starts

Profit Tree Approach:

Revenues

π↓

Costs

How to make new product profitable?

P
- Can we charge higher prices for dry corn innovation?
- Will new product drive non-dry product pricing down?

X

V
- How will sales ramp up over time?
- Does farming community buy consistently? Cyclical?
- Will farmers test product with small purchases?

FC
- Done with R&D spend? On-going investment?
- Do we have infrastructure to produce? Machinery, technology, other equipment?

+

VC (unit VC x volume)
- Will new product require training or new employees?
- What inputs do we need to grow the product? Chemicals? Water?

Topic Bucket Approach: How to launch dry corn successfully?

Strategy
- New direction for corn products?
- How does dry corn fit with other prods?

Revenue Growth
- Key customer? Who wants dry corn?
- Year 1 revenue?
- Cannibalize other prods?

Broad overview
- Any supply issues? Water? Chems?
- Comp - are we ahead? How many years ahead?
- Govt. approval? Lock in patent?

Org & Fin
- What do we need to do to support new prod. & sales?
- Payback time period? Years until return?

Questions to Consider

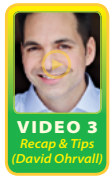
- ☐ Has the government approved this?
- ☐ With a new product, typically old products suffer. Is this the case?
- ☐ Is global expansion an option into markets where water is scarce?

My Takeaways

I'm doing well with:

I need to work on:

Additional Study: For more questions to consider, review Section 13: Roadmaps.



Click or scan QR to see video.