

## **Strategic Management – Dr. Mark Mortensen**

### **Assignment #2**

Read the assigned Dunkin' Donuts Case Study (HBS 9-584-041 – Dunkin' Donuts (C) Growth Strategy) and write a 2-5 page paper covering the following topics:

- How did the Dunkin' Donuts of 1979 differ from the Dunkin' Donuts of 2012?
- Compare and contrast the franchise and the company-owned store business models.
- The Dunkin' Donuts management team decided to continue to follow the franchise model. Evaluate that decision, given what we know in 2012.

ALSO

- Look up what happened in 2011-2012 involving Dunkin' Donuts and Green Mountain Coffee. Be prepared to discuss this.