



# Success Story Case Studies

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## Profiling Business Success Stories Inspiring the Entrepreneurial Spirit

### Focus

Is to identify and communicate “key metrics” for business success in Eastern Ontario SMEs.

Accomplished via the development and publishing of an instructional and illustrative case study which identifies such metrics.



## Profiling Business Success Stories

### Outcomes

To provide entrepreneurs at the conceptual stage, and newly emerging business owners, with a better understanding of the key metrics which improve the success ratios of such upstarts.

To provide existing business owners with a reflective commentary which will enable them to assess their own business success and make the required strategic and tactical adjustments to further grow and/or sustain their operations.



## 2008/2009 Test Market

### Fall 2008

#### 5 Companies...matched with student teams

- Focus on defining key success metrics

#### 2 Case Presentations Today

- Wolfe Springs Golf and Waterfront Resort – Clermont Venture Corporation
- Fifth Town Artisan Cheese Company

### Winter 2009

#### 1 Company...matched with student teams

- Stronger focus on strategic and operational assistance...HR, Differentiation, and Expansion



## Comm 401 – Business Policy

Strategy Formulation & Implementation – Capstone Course

- **150 4<sup>th</sup> year Commerce Students**
- **Ability to handle 25 companies**
- **Set-up is Multi-discipline teams (Marketing, Finance, CSR, Operations, General Management)**



Fall 2009

- **25 Companies**
- **Core Focus**
  - Define why they are successful
  - Determine commonality of such metrics across these businesses
  - Communicate this information to the marketplace
- **Additional Focus**
  - Provide participating companies with the opportunity for additional project-based services
    - Operations-based issues
    - New market opportunity assessment
    - New venture assessment



## Fall 2009 Company Commitment

- **10 hour time commitment with the student team...October & November**
- **2 to 3 on-site meetings**
- **Phone call and email interaction**
- **Disclosure of the base-level operating protocols and financials**
- **Allowance for customer interaction (if applicable)**
- **Disclosure of more detailed financials (if applicable)**
- **1 visit to Queen's University – panel presentation – last week of November – 1<sup>st</sup> week of December**