



## Fundamentals of Business

Spring Semester, 2019/20

### **Assessment 5: Case Study**

Weighting: 60%

Date and method of submission: week 15 via Blackboard

Word count or equivalent: 1500 words (+/-10%)

---

### **Assessment 5: Case Study (60% of final mark)**

At the end of the module, you will deliver a business case analysis individually. This will encourage you to engage in real life examples and familiarise the tools and possible solutions to business challenges nowadays, rather than only pursuing a purely theoretical understanding of business and economics.

In your business case analysis, you will have to answer the following open questions (see below) based on the case material (available on Blackboard on Week 1). The assessment will assess your

- (1) understanding on the assigned case including the opportunities and challenges the company faces, as well as its basic financial information, and
- (2) skills of summarising several practical solutions for the business given the opportunities and challenges faced.

Specifically, your case analysis include the following sections.

#### **1. Introduction**

- Please briefly state the aim of the case analysis and the specific analyses you would conduct in this work

#### **2. Business Information**

- Since Dropbox is a late mover in a crowded space, in this section, please discuss what opportunities the founder of Dropbox sees in the market and in particular, what makes Dropbox different from other online storage services.

#### **3. Business Model**

- As we have seen in the “Lean startup business model” in class, in this section, please include the following:
  - a) identify what Dropbox’s minimum viable product (MVP) is and briefly discuss whether this MVP contribute to the success of Dropbox.
  - b) discuss the limitation of lean startup business model in practice in the case of Dropbox.



**4. Pricing Strategy**

- Please identify the pricing strategy Dropbox has adopted and discuss the advantages and disadvantages of this pricing strategy.

**5. Outsourcing**

- Dropbox has decided to deliver its service through Amazon's Simple Storage Service (S3) cloud storage platform instead of developing the platform infrastructure itself. Please discuss what the advantages and disadvantages of this decision are, both in the short run and in the long run.

**6. Source of Finance**

- During 2007 - 2014, Dropbox has received four rounds of equity financing from the venture capitalists. Please discuss the advantages of venture capital financing compared with debt financing from banks.

**7. Conclusion: Future Growth and Challenges**

- In the case, it has mentioned that Dropbox should aim to accelerate the growth given the potential threat of more intense competition from Google. Please propose strategies Dropbox could do in order to accelerate its growth under the potential threat from its competitor(s).

**Assessment Criteria (A5 Case Study):**

- Knowledge and Understanding (20%): Students need to summarise the characteristics of the company and identify its distinct features among other competitors.
- Cognitive Skills (35%): Students will need to explain why the company makes such strategies, including minimum viable product development, pricing strategy, outsourcing strategy
- Practical/Professional Skills (35%): Students need to identify the challenges and opportunities the company faces
- Transferable Skills (10%): Students need to communicate in a clear manner given the word count requirement and use Harvard Referencing system.