Yours Daily Pick – The Journey of Exotic Grocery from the West to the East--A Case Study

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Case Description
The primary subject matter of this case concerns with building a sustainable competitive advantage over the competitors in the long run. Secondary issues examined the significance of making use of the seven opportunities available with a retailer in the form of customer loyalty, location, human resource management, distribution and information systems, unique merchandise, vendor relations and customer service. The case has a difficulty level which is appropriate for freshman level courses. The case is designed to be taught in 1 - 1.5 class hours and the students can prepare for the case in about 2 hours.