

THANKS
FOR
LISTENING



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question 2

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graph TD; A[question 2] --> B[representatives]; A --> C[subscription service]; A --> D[employment therapist]; A --> E[rent space];
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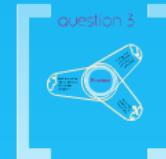
our ideas

- Representatives**
 - Create a network of representatives
 - Sell to family and friends
 - Increase customer base
 - Conquer geographical boundaries
 - Timelier, more credit, percentage of sales
- Subscription Service**
 - Subscribe to products
 - Refills sent by customer request
 - Direct B2B
 - Guaranteed return business
 - Convenient for clients
- Employ therapist**
 - Exposure to wages, increased fixed costs
 - Wage as a percentage of income generated
 - Income could cover rent on space
 - Increased customer traffic
- Rent Space**
 - No exposure to wages
 - Option of fixed rate or percentage of income
 - If fixed as rate rent is sufficient to cover costs
 - Fixed and variable
 - Customer traffic, recommendations

question 4

Suggested in the case

- Silver primer
- Cancer lease on extra space
- Direct selling
- Internet mail delivery service
- Chew
- SciB



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By Steph, Zay, Kiel & Jack

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MISC..
Low customer base D
surrounding area
 Seasonal habit and
 Major health issues

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