

 **Patagonia: Driving Sustainable Innovation by Embracing Tensions**
TheCaseSolutions.com

WILLIAMS IRBY
AND ASSOCIATES
100 SOUTH BROAD
SUITE 1000
DENVER, CO 80202


 **Overview**
Over the decades of their history, Patagonia has made their commitment to ethics clear. They have always demonstrated a commitment to social justice, and the company began to do this by using recycled materials. However, the 1990s brought a new challenge: their expanded operations in areas of natural resource scarcity. They used a new approach to address this challenge. And today, they are the leader in their industry.

TheCaseSolutions.com

The Founding and Growth of Patagonia
[1977] [1985]
TheCaseSolutions.com

 TheCaseSolutions.com

 TheCaseSolutions.com

 TheCaseSolutions.com

 TheCaseSolutions.com



**Patagonia: Driving
Sustainable
Innovation by
Embracing Tensions**

TheCaseSolutions.com

WILLIAM C. KIRBY
JOYCELYN W. EBY
SHUANG L. FROST
ADAM K. FROST





Overview:

CEO and Founder of Uber Technologies, Travis Kalanick, had made clear to investors and the public that *expansion into China was one of his company's major priorities for 2016*. Uber had already demonstrated remarkable capacity for rapid, global scaling, and for operating despite its unclear legal status in many markets. However, the China market, while offering Uber unprecedented opportunity in terms of customer demand, presented Uber with a host of *new challenges, including a murky regulatory framework and a strong, native incumbent*, Didi-Kuaidi that boasted the lion's share of the ride-hailing market. **Could Uber overcome these obstacles and thrive in the China market?**

TheCaseSolutions.com

The Founding and Growth of Uber



TheCaseSolutions.com

Founding

TheCaseSolutions.com

Expansion

TheCaseSolutions.com



TheCaseSolutions.com



TheCaseSolutions.com



TheCaseSolutions.com