

Hero Dog Treat Harvard Case Solution & Analysis

Purpose
The purpose of this case study is to analyze the success of Hero Dog Treats in the market. It aims to identify the key factors that contributed to their growth and success, and to provide insights for other businesses in the pet industry.

Materials
The materials used in this case study include the Hero Dog Treats product, the Harvard Business School case study, and the data provided in the case study.

Background Research
The background research for this case study includes a review of the pet industry, the dog treat market, and the Hero Dog Treats brand. It also includes a review of the Harvard Business School case study and the data provided in the case study.

Conclusions Part 1
The first conclusion is that the success of Hero Dog Treats is primarily due to their focus on quality and safety. They use high-quality ingredients and have a strict quality control process in place.

Conclusions Part 2
The second conclusion is that the success of Hero Dog Treats is also due to their effective marketing strategy. They have a strong online presence and use social media to engage with their customers.

Hypothesis
The hypothesis for this case study is that the success of Hero Dog Treats is primarily due to their focus on quality and safety, and their effective marketing strategy.

Observations
The observations from this case study include the fact that Hero Dog Treats has a strong online presence and uses social media to engage with their customers. They also have a strict quality control process in place.

Problem of Treatment
The problem of treatment for this case study is to identify the key factors that contributed to the success of Hero Dog Treats, and to provide insights for other businesses in the pet industry.

Safety concerns
The safety concerns for this case study include the fact that Hero Dog Treats use high-quality ingredients and have a strict quality control process in place. They also have a strong online presence and use social media to engage with their customers.

Technical Terms
The technical terms used in this case study include the pet industry, the dog treat market, and the Hero Dog Treats brand.

Analysis
The analysis for this case study includes a review of the pet industry, the dog treat market, and the Hero Dog Treats brand. It also includes a review of the Harvard Business School case study and the data provided in the case study.

Experiment Steps
The experiment steps for this case study include a review of the pet industry, the dog treat market, and the Hero Dog Treats brand. It also includes a review of the Harvard Business School case study and the data provided in the case study.

Charts
The charts for this case study include a bar chart showing the sales of Hero Dog Treats over time, and a line graph showing the growth of the pet industry.

Pictures and Video
The pictures and video for this case study include a grid of small images representing different dog breeds and products, and a video showing the Hero Dog Treats brand.



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Acknowledgement

I would like to acknowledge my mother and father for helping me throughout the experiment. Also, my participants which are 5 dogs. Thank you all for helping me with my project.

Background Research

The science behind this experiment will be how dogs' taste buds work, dogs' sense of smell, and how these two key elements help them choose between different food.

Like humans, dogs distinguish taste with taste buds which include small bumps on the surface of our tongue. Humans have around 9000 taste buds while dogs only have 1700, taste buds in humans and dogs are similar in certain tastes such as sweet, sour, salty and bitter, the only difference is their taste of salt.

Humans really enjoy salt and look for it in our food such as potato chips, and other kinds of junk food, dogs on the other hand, get a lot of salt from their source of meat since they are mostly carnivorous. Sense of smell also relates to options since dogs rely on scent due to their 300 million olfactory receptors. Dogs' sense of smell is so strong that some are used to sniff out drugs and one dog even sniffed out breast cancer- saving her companion.

Technical Terms

papilla: the bumps on the tongue which distinguishes different tastes.

olfactory receptors: are located in the nose which detect different odors by activating nerve impulses to the brain



Question of Experiment

If the amount of meat in a treat is increased, then will dogs prefer that treat over another?

Hypothesis

This experiment is about which treats dogs prefer and why, my hypothesis is that the dogs will prefer the treats that have a higher meat content in them because dogs' ancestors, the wolves, are mostly carnivorous and as they evolved, I think that these traits have remained.

Purpose

I wanted to figure out what affects the treats that dogs prefer over another. Is it the meat content that the treats contain? Is it the sense of taste or smell? I wanted to figure out the answer to these questions.