

Daniel Snyder's Problem: Poor Approach to Decision Making Harvard Case Solution & Analysis



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Introduction





The Eurostar Incident

- 18 December 2009
- A series of breakdowns in five London bound trains from Brussels
- The conditions of the dark and overheated tunnel left passengers that were trapped in great distress
- Following the failures, Eurostar services were suspended for **three days**

SOME NUMBERS.....

- On the first night there were more than 2000 passengers stranded for up to 16 hours
- By the third day, over 30 000 passengers were due to travel to and from the UK by the Eurostar *each* day
- 65% of the passenger market occupied by the train service





The key issues identified in the independent review of the breakdowns were poor management and lack of communication



You Tube