

**BAIN CAPITAL AND DOLLARAMA Harvard Case Solution & Analysis** 

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## The Plan





1. Approach





2. Prepare







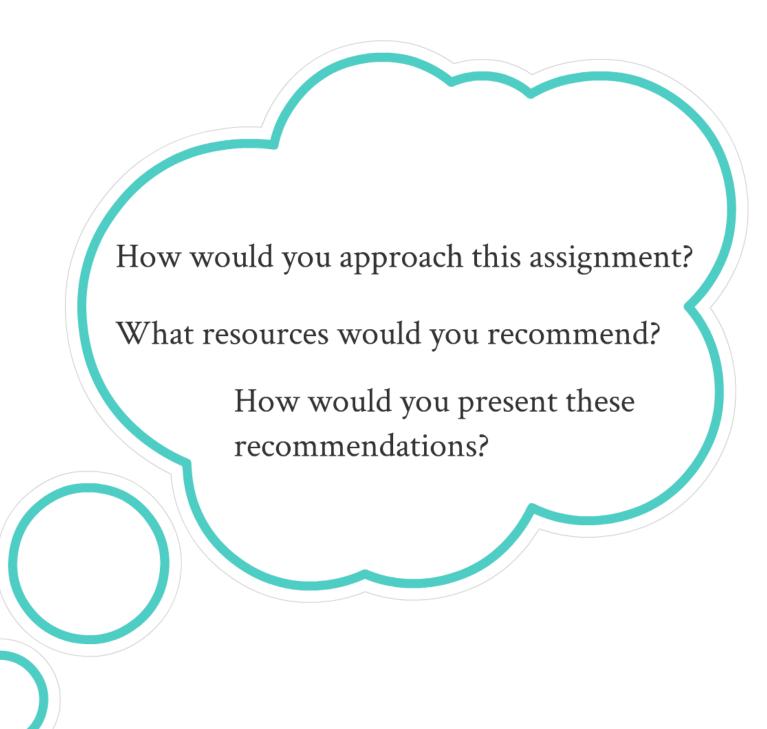
3. Execute





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### **The Plan**





1. Approach





2. Prepare







3. Execute







#### Be thoughtful

- Focused on a specific market?
- Any key issues/characteristics/trends?
- Demographic?
- Current industry news?
- Growth or decline in the industry over time?
- Competition?
- Key terminology?
- Major players?
- Partner industries?
- Regulated?

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# 1. Approach



- Who is assigned to this industry?
- Ask questions
- Benefit from the expertise of co-workers
- Reach out to contacts:
- reference librarians
- industry experts
- people in trade organizations

# Assessment

What do I know about the industry?



How do I learn more?



### Collaborate!

- Who is assigned to this industry?
- Ask questions
- Benefit from the expertise of co-workers
- Reach out to contacts:
  - reference librarians
  - industry experts
  - people in trade organizations