

Questions for preparation of Manzana Insurance – Fruitvale Branch

1. What is the basis for competition in the market that Fruitvale serves?
2. What is your assessment of the rules used to assign priorities at Fruitvale?
3. What are the important measures of operating performance for the Fruitvale branch? How well has the branch been performing according to these measures?
4. Why have profits been deteriorating?
5. What are your recommendations for managerial action? In particular, how should they respond to Golden Gate's new policy of one day service?