

April 19, 2007

Dear GBCC Teams,

Enclosed you will find the case for the 2007 Global Business Case Competition:

vCustomer: Establishing a Global Footprint.

This letter contains some important information about the case analysis and competition rules.

- Your team's role is to act as consultants to vCustomer. The judges will play the roles of Sanjay Kumar and vCustomer's senior management team. Your job is to prepare recommendations for them. Specifically, they want you to address the following three questions:
 1. Where in the world should vCustomer establish service centers? Justify your choice of location(s).
 2. How should vCustomer go about entering the country/countries that you identified in question #1?
 3. What additional consulting services could your team offer to vCustomer? What information would you need (from vCustomer or other sources) to provide these services?
- You are expected to do outside research in preparing your recommendations.
 - However, you may not conduct any personal interviews as part of that research. (For example, do not call or e-mail anyone at the case company.) The only sources that you may use are inanimate ones (print or electronic).
 - Note: You are allowed to ask librarians where reference materials are located.
- You will be evaluated on how well you justify your recommendations – this is more important than the specific recommendations that you make. The judges will also evaluate whether you are the consulting team that they want to hire.
- You will have 15 minutes for your presentation, and the judges will ask you questions for 15 minutes after that. The judges will expect every team member to participate in the presentation.
- Do not discuss the case, your research, or your presentation with anyone (including your advisor, your ambassador, or GBCC managers) before Saturday's competition.

If you have a question about the case (for instance, if you find an apparent error), contact Andrea Gomes (agomes@u.washington.edu), who will forward the question to a case-writer. If you have any questions about the competition or the rules, contact me (Frances Maloy, thanks@u.washington.edu).

I look forward to seeing your presentations on Saturday. Have fun!

Sincerely,

Frances Maloy
Global Business Case Competition
Faculty Coordinator