

GUIDELINES FOR 2014 SWCRA PROCEEDINGS

The following represents the guidelines to be used by authors when preparing one page summaries of cases submitted for publication in the SOUTHWEST CASE RESEARCH ASSOCIATION PROCEEDINGS. The quality and appearance of the PROCEEDINGS is dependent on adherence to these guidelines. Summaries deviating from these guidelines will not be published. **The summary may be submitted to the track chair after the case has been accepted for submission.**

Length and Style Requirements

Summaries are to be a maximum of one page using the Times New Roman font. The author should allow for one-inch margins on the top and on both sides and a 1 1/4-inch margin on the bottom of the summary. All paragraphs should be left justified. Page numbers should not be typed on the summary. The summary may be submitted electronically to the track chair, or a camera-ready hard copy that has been printed on a laser printer may be submitted.

An example of what is required is provided for your convenience.

Title

The title should be centered and placed one inch from the top of the page in bold capital letters.

Authors

The author(s) and affiliation(s) should be centered and single-spaced beginning on the second line below the title.

Case Objectives and Use

All case summaries must include a brief section describing the objectives and use of the case. It should describe the focus of the case, how and where the case should be utilized, and the research methodology used to develop it.

Center the heading, Case Objectives and Use, on the third line below the last author's name and affiliation. Headings should be underlined.

The paragraph describing the case objectives and use should begin on the second line below the heading.

Case Synopsis

On the third line below the end of the section on Case Objectives and Use, the heading Case Synopsis should be centered and underlined. On the second line below this heading, the case synopsis should begin. The case synopsis should briefly summarize the information in the case to give the reader a better idea of what the case is about. Book authors will read these and decide whether they would like to send for the complete case.

Contact Person

Include name of one author, address, telephone number, FAX number and e-mail address

Helen's Diner

Michael L. Menefee, Purdue University
Rodney C. Vandever, Purdue University

Case Objectives and Use

This case examines the problems faced by once a very successful family-owned business that has not kept up with the times. The case requires the student to consider a multitude of points before making recommendations to the owner. Recommendations addressing advertising, pricing, cost control and even retirement of the owner are all possibilities. Prior to making recommendations, the student will need to do a break-even analysis and income statement from the information presented in the case. With the information from the analysis, viable recommendations to return the business to profitability can be made.

To solve this case and provide choices to Helen, the owner, the student can work through as many as six different options. To determine the options and ultimately make valid recommendations, the student will need to generate an income statement and a break-even analysis. This case would work well in upper level undergraduate or graduate classes in entrepreneurship, small business strategies, and business management courses.

Case Synopsis

Helen's Diner is a family-owned established restaurant in a small town that has fallen on hard times. The quality of the home-cooked country style food has provided a good income for Helen and Fred for over 30 years; however, times are changing. The restaurant, long known for its catering to families and older customers, has over a period of time lost its customer base through death and the competition of fast food restaurants. It has not been able to attract new customers. The advertising is non-existent, with only a listing in the white pages of the telephone book and a sign on the premises.

The food has remained good throughout the years; however, the cost for a sit-down meal is slightly higher than other restaurants in the area that tend to be in the fast food category. The homemade food is very tasty and of good quality. The servings are large and the friendly service is known for its down-home atmosphere. Everyone is just like family. Helen has had to go it alone for a number of years since Fred passed away and she is seeking advice on what to do with the business.

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