**Tom’s Shoes: One for One Analysis**



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| **Background** |
| What are Tom’s shoes? List some features of the company. |
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| What is the one for one campaign? |
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| **Economic Analysis** |
| Read the article and watch the videos on adorngeo and then complete the activtiess below |
| List economic terms or ideas that are in the article or video |
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| Who are the stakeholders in this case? Try to rank them in order from most connected to least connected. |
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| What is the intended consequence of the campaign and what stakeholders will it benefit? |
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| What is the indirect cost of the campaign and what stakeholders are most impacted? |
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| In your opinion was the campaign a success or not? |
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| How does this illustrate the economic concepts of choices and consequences? |
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| Write a one paragraph summary of this case study. Don’t forget to use PEEL format. |
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