

**Kindly think about & answer the following questions after having read Gluten-Free Case Study 2020-21**

1. Michael Porter's Five Forces Framework is mentioned on page 1 and later in the case. What are the differences between 2020 and the early years? Consequences for profitability?
2. What made Ladurner become an entrepreneur?
3. Please describe the initial value proposition of his "Glutenfree idea": what was his original vision for the consumer and himself? Who is this initial target group and how does it change over the next 40 years?
4. What are the differences between the competitive situations at the beginning to the situation in 2020? How does it effect Ladurner's competitive advantages?
5. What is Ladurner's initial value chain (i.e. marketing mix plus people, organization, capital equipment) and how does the change over the years?
6. What strategy has Ladurner implemented with respect to the positioning and distribution issue discussed in the case of Germany? Did it pay off?
7. What should Ladurner do next?