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# Billcutterz.com: Business Model, Strategy, and The Challenges of Exponential Growth

## Assignment Questions

1. Assess Barry Gross, the founder and President of Billcutterz.com? How has Gross performed as the President of the company as it progressed from new venture into its current growth phase?
2. Regarding Billcutter.com's current operations, what are its strengths and weaknesses? What resources, capabilities and core competencies greatly benefit the company? In what areas is the company potentially weak or require managerial attention? What is your overall conclusion regarding Billcutterz.com's current operations?
3. Conduct an analysis of Billcutterz.com's financial statements. Where is the company strong and/or growing? Where is the company weak? What is your opinion regarding why the company may be weak in this area? What is your overall assessment of the current financial condition of Billcutterz.com?
4. What is Billcutterz.com's stage in the new venture life cycle? Why? What, as a result, is the greatest challenge for Billcutterz.com as a result? What potential steps will Billcutterz.com need to take in order to address this challenge?
5. Briefly summarize the operational and strategic issues faced by Billcutterz.com, and consider the options that Barry Gross has to address these issues. What are your recommendations regarding the course of action that Billcutterz.com and Barry Gross should take to address these key strategic and operational issues?