How I Built This Assignment

“How I Built This” is a podcast creates by National Public Radio. The host, Guy Raz, interviews the founders of some of the world’s best-known companies/brands. They discuss some of their successes, failures, and insights.

Your assignment is to listen to Stonyfield Yogurt: Gary Hirshberg and answer the questions below. The website for the podcasts is here: https://www.npr.org/podcasts/510313/how-i-built-this.

1. Give a brief introduction to the company (founder(s), how long it’s been around, product/services offered, annual revenue, how much its worth, etc.). (Note: if the podcast discusses multiple companies, focus on the most well-known one.)
2. What makes this company unique?
3. How did founder say that s/he was measuring the company’s success? What milestones or time frames were used?
4. Who did the company identify as its target market? How did the company’s target market change over time?
5. How did the company try to provide value to its target market?
6. What competitors, if any, were trying to provide value to that same target market?
7. What changes occurred beyond the company’s control that either positively or negatively influenced its success?
8. Briefly discuss each part of the company’s initial marketing mix (four Ps).
9. What are some ways in which the company adjusted its marketing mix across time?
10. Describe the biggest professional challenge you think this founder faced. Discuss how s/he responded to it?