

White Castle Video Questions

Watch this video about White Castle - <https://www.youtube.com/watch?v=Jw84i5Pm9YA>

Answer these questions:

1. Why do you feel White Castle has a very loyal customer base?
2. Why do you believe White Castle has decided to stay small in regards to number of stores?
3. Do you think they will be successful in their new markets in the western United States? Explain
4. What is the original meaning behind the White Castle name?
5. Why has White Castle decided to not go public or franchise?
6. What does it mean when an analysts says “when you get bigger you lose control”
7. Why do you believe businesses close stores? What factors do they take into consideration
8. What do you think they mean when they say “ a menu that works in the United States doesn’t always work abroad”
9. Why doesn’t McDonalds and other quick serve retailers sell products in the grocery store freezer isle?
10. What are the benefits of selling on the grocery store freezer isle?
11. What are White Castle’s goals for the near future? Do you think they will accomplish them? Explain