



SHADES OF GRAY INDIGENOUS PET TREATS TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

Shades of Gray has had the opportunity to grow their business and partner with larger box stores but had to decline in the past. What steps do you think they can take to make these partnerships work in the future? How can they mitigate the risk of product quality decreasing when increasing their order volumes?

QUESTION 2

The case study mentioned the potential expansion in the United States, aside from the regulatory issues, what other issues may they have face when attempting to enter a larger market?

QUESTION 3

Do you think that the Indigenous values and cultures resonate with you as a consumer? Why or why not?

QUESTION 4

As a company grows, it is possible that their culture could change, what do you think Shades of Gray will need to do to ensure that does not happen in the future?