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Case Topic Matrix

Case	Chapters 1, 2, and 3 Opportunity, Leadership	Chapters 4 and 5 Legal Issues, Human Resources, Employment Laws	Chapter 6 Accounting, Managing Costs, Cash Flow	Chapters 7 and 8 Marketing Issues, Marketing Research	Chapters 9 and 10 Strategic Planning, Vision, and Mission	Chapters 11 and 12 Strategy Execution, Evaluation and Control	Chapters 13 and 14 Business Plan, Securing Financing
1. Adult Day Care	✓	✓		✓	✓	✓	
2. Allied Medical Waste Transport	✓	✓	✓	✓	✓	✓	
3. Unique Display Cases	✓		✓	✓	✓	✓	✓
4. Mark's RV Park	✓		✓	✓	✓	✓	
5. Geauxsicles of Louisiana	✓			✓	✓	✓	
6. Silver Dollar City	✓		✓		✓	✓	
7. Tadpole's Marine	✓			✓	✓	✓	
8. Blue Water Striper Guide Service	✓			✓	✓	✓	
9. Smith Electric	✓			✓	✓	✓	
10. The People Factory	✓	✓		✓			
11. Surefooting Foundations	✓				✓	✓	
12. Mears Power-T, Inc.	✓			✓	✓	✓	✓