

# Strategic Negotiations and Conflict Management Review of the Practice Case Study 1



# Case Study Overview

- For the Home
- Small chain of five stores in Phoenix, AZ
- Open for 10+ years
- Each store has 10-20 employees



# Case Study – Current Store Management



Location of Store	Manager's Name	Conflict Management Style of Manager	Number of Employees
Chandler, AZ	Henry	Accommodating	16
Glendale, AZ	Amy	Competing	10
Goodyear, AZ	Wendy	Compromising	12
Mesa, AZ	Kevin	Avoiding	15
Scottsdale, AZ	Beth	Collaborating	20

# Case Study – Future Growth

- Nancy is expanding
- Store managers are being trained and promoted
- New stores are opening



# Case Study – Social Media and Marketing

- Updates to the For the Home Website
- Store managers take care of all social media promotions
- One store manager will be promoted
- District social media and marketing position



# Case Study - Question 1



CS1.9. Nancy is working on the planning for the new store and thinks she has found a location, but after an analysis of the cost per square foot in the area, she believes the asking rent is too high. She also discovers that the building has had several open spaces for over a year. Can Nancy use this information? Why or why not?

- A. Yes; she should use this to negotiate a better lease price
- B. Yes; she should ask why the other spaces have been open for so long
- C. No; if she wants the space, she will need to pay the asking lease amount

ANSWER: A

Course learning outcomes: Apply the process of negotiation in a business setting

## Case Study – Question 2

CS1.13. One of the store managers at For the Home seems to have vastly different ideas than the other store managers, which has created group issues that are not collaborative. What type of conflict is this an example of?

- A. Affective
- B. Behavioral
- C. Cognitive

ANSWER: C

Course learning outcomes: Apply methods of managing conflict in the workplace



## Case Study – Question 3

CS1.17. Beth needs to schedule and resolve a conflict between two store managers; what should Beth do to prepare for the meeting?

- A. Research the conflict and plan how she would like the meeting to go
- B. Meet with the other store managers and see what they think about the conflict
- C. Tell the two store managers they should work together to come to a resolution

ANSWER: A

Course learning outcomes: Evaluate the mediation process to find common ground in a business environment





## Case Study – Question 4



CS1.33. Nancy needs to renegotiate the lease of one of her stores and has an issue with someone at the property management company that quickly escalates. They begin to argue and are not able to settle the issue. What is this an example of?

- A. A need for better communication
- B. A need to begin the negotiation process
- C. A need to begin the conflict management process

ANSWER: A

Course learning outcomes: Differentiate the steps of managing conflict

## Case Study – Question 5



CS1.37. Nancy is considering opening a store south of Tucson, AZ, near the Mexico border. She is interested in capitalizing on the Hispanic population that comes across the border to shop for home goods. Does Nancy need to consider cultural issues because she will be close to an international border? Why or why not?

- A. No; the business will not be located in Mexico
- B. No; customers won't need to communicate while in the store
- C. Yes; the main targeted customer is from a different culture

ANSWER: C

Course learning outcomes: Examine the communication skills needed in negotiation and conflict management

# Conclusion

- Case study 1
- Strategic Negotiations and Conflict Management
- Reviewed five exam questions
- Conclusion

