

ANSWER SHEET

TRUE | FALSE

1	Kip Tindell and John Mackey believe increasing shareholder wealth is the most sustainable approach to lasting business success.	TRUE	FALSE
2	The Container Store has achieved its growth success through primarily acquiring regional competitors.	TRUE	FALSE
3	John Mackey routinely fleeced Kip Tindell in poker games during their college days at the University of Texas.	TRUE	FALSE

MULTIPLE CHOICE

4	John Mackey subscribes to which capitalism ideology?	A – Curious Capitalism B – Concealed Capitalism C – Combat Capitalism	D – Conscious Capitalism
5	How much capital did The Container Store raise when it opened in 1978?	B – \$35,000	A – \$45,000 C – \$40,000 D – \$50,000

FILL IN THE BLANK

6	<p><i>quote from Kip Tindell ...</i></p> <p>We actually say that we put the EMPLOYEE first and then the CUSTOMER. If you put the EMPLOYEE first, they'll take care of the CUSTOMER better than anybody else in the marketplace. If both of them are ecstatic, then the SHAREHOLDERS are going to be doing better than if you just myopically pay attention to the SHAREHOLDER.</p>
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SHORT ANSWER

Explain Kip Tindell's "Man in the Desert" approach to customer service.

Answer submitted by Cale Johnson (<http://therallyflag.wordpress.com/>):

Tindell's man in the desert approach is based upon the mantra of treating every customer as if they were a starving man in the desert. Upon coming to the Container Store — the oasis — customers are immediately offered water. Container Store employees are then encouraged to offer additional goods to the refugee/customer, because in the Container Store world, it is seen as cheating the customer if you don't offer them more opportunities to buy your goods.

Explain what John Mackey means when he says competitors are stakeholders in the success Whole Foods Market achieves.

Answer submitted by Cale Johnson (<http://therallyflag.wordpress.com/>):

Mackey believes competitors are also stakeholders in one another's success because they push each other. As Whole Foods innovates, competitors are presented with learning opportunities and vice-versa. Mackey goes on to point out several examples of companies that have innovated and, in doing so, pushed Whole Foods to do so as well.