Aptitude Test – Subject / Case Study

Your uncle Richard is among the most successful entrepreneurs in the world. All of a sudden, he decides to enjoy life as a crazy billionaire and to step back from his responsibilities.

He puts you in charge and here is your first job:

„With MERMAID – our famous lifestyle brand - we want to capture an even greater share of the world’s luxury and lifestyle marketplace.

Therefore, I’m thinking about taking MERMAIDACTIVE – our chain of luxury health clubs, gyms & spas – to the Czech Republic and make it a success in this country. What do you think about the idea?

Please asses for Richard:

1. The Czech Republic’s market attractiveness for a chain of luxury health clubs, gyms & spas. (30 points)

2. The special challenges for the marketing of a health club chain as a service company. (10 points)

3. The central bank of the Czech Republic’s decides to pursue an expansionary monetary policy. (30 points)
   a. What could be the reason for the central bank’s decision? Explain!
   b. How can the expansionary monetary policy affect companies in the Czech Republic?
   c. Describe the macroeconomic effects of the expansionary monetary policy in an adequate economic model of your choice!

GOOD LUCK!