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2021 Taiwanese Economics Olympiad

Final – Business Case Presentations

Task Booklet

Date Saturday, April 24, 2021

Location Waishuangxi Campus, Soochow University, Taipei, Taiwan

Instructions

- This booklet includes **ONE** task that requires your oral presentation.
- Your presentation can be supported by slides. **Oral and slide presentations must be in English.**
 - If your presentation is supported by slides, upload your file to the specified cloud folder.
- The entire task is 1 hour and 13 minutes long.
 - You will have 1 hour for preparation, 8 minutes for oral presentation, and 5 minutes for Q&As.
 - During your presentation, the bell rings once when 7 minutes have passed and twice when the presentation time is over. You must stop your presentation when you hear two rings. A Q&A session will follow.
- You are allowed to use your own personal computer. During preparation, you may use any online and offline materials, but it is **strictly prohibited** to turn to real persons for help (*e.g., calls, messaging, sending emails, asking questions online, etc.*).
- If you wish to leave the room for any reason, ask staff for permission and assistance.

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BUSINESS CASE TASK

Bookstores in Taiwan

The increasing popularity of e-books and e-commerce has been considered more and more threatening to the operations of physical bookstores. In Taiwan, thousands of bookstores have closed down over the past decade. Not only small-scale independent bookstores but large-scale Taiwanese bookstore chains such as Eslite (誠品) and Kingstone (金石堂) are faced with struggles for survival as well.

In your business case presentation, you are invited to **analyze the situation of bookstores in Taiwan** and **provide suggestions for them**.

END OF TASK

