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2023 Taiwanese Economics Olympiad

Final – Business Case Presentations

Task Booklet

Date Saturday, April 15, 2023

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 total duration of the task is 1 hour and 13 minutes.
 - You will have 1 hour to prepare your presentation, followed by an 8-minute oral presentation and a 5-minute Q&A session.
 - 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. **Seeking assistance from a real person or artificial intelligence through communications will result in immediate disqualification.**
- If you wish to leave the room for any reason, ask staff for permission and assistance.

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BUSINESS CASE TASK

Action plan against “sushi terror”

In Japan, a number of unhygienic pranks at sushi conveyor belt restaurants, including licking the top of condiment containers and touching food as it passes on the conveyor belt, have been dubbed “sushi terror” or “sushi terrorism” and gone viral on social media.

Hygiene is a first and foremost concern in the food industry, especially in Japanese culture, which places a high value on cleanliness. The filmed insanitary act of a teenage prankster at a chain sushi restaurant subsequently sparked a huge outcry online, resulting in an unexpected 5% slump that amounted to a US\$125 million market cap loss for the restaurant chain’s parent company.

Legal action against the teenage prankster may not have deterred copycat pranks. Other trending footage of insanitary antics at sushi restaurants has not only triggered a deluge of criticism over the “copycat effect” of such pranks but also posed a public relations (PR) crisis for restaurants with food accessible to all customers.

The copycat effect may not be limited to Japan. Therefore, in your business case presentation, you are invited to provide a proactive action plan for a sushi restaurant chain of your choice in Taiwan to salvage both reputation and revenue in the event of a similar PR crisis involving sushi terror.

END OF TASK

