

# TASTEFULLY SIMPLE: A NEW RECIPE FOR SUCCESS



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## SYNOPSIS

This case describes the story of a woman-owned, direct selling organization that faced declining revenues over an 11-year period and recovered strongly during the COVID-19 pandemic. It addresses the company's history, sales and marketing, principles, and processes. Topics are suitable for discussion in marketing, strategy, and entrepreneurship classes.

## INTENDED AUDIENCE/RECOMMENDED COURSES, AND PLACEMENT

The *A New Recipe for Success* case is designed for use in undergraduate classes at the introductory level in marketing, strategy, and entrepreneurship. It should be placed at least midway through the course so that fundamentals have been covered and students can readily understand the multiple factors involved. It works best in a face-to-face environment with a smaller class or one that can be divided into discussion groups with reporting back to the entire class.

## LEARNING OBJECTIVES

Students preparing and discussing this case should:

- Identify external factors that impact a business (perhaps using PESTLE analysis).
- Explain pivot points for businesses.
- Assess go-to-market and marketing strategies.

## DISCUSSION QUESTIONS

1. What political, economic, social, technological, legal, and environmental factors impacted Tastefully Simple? What results did they cause?
2. Jill and the Tastefully Simple team made several pivots according to the case. What were they and why were they made?
3. How did the Tastefully Simple go-to-market strategy evolve (channels)? Assess these changes.
4. How did the company's marketing strategies change? Assess these changes.



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