Case: Computron Inc., 2006 HBS # 9-597-063

Discussion Questions for Preparing the Case for Class Discussion:

1.   How far does Zimmerman have to cut price to have a chance?
2.   What is gained by bidding low?
3.   What is lost by bidding low?
4.   What is gained by bidding high?
5.   What is lost by bidding high?
6.   Does the German market price and position have any effect on other markets?
7.   What should Zimmerman bid? Why?
8.   What short term tactics and long term initiatives would you recommend to Computron? Why?

Instructor Questions to Consider in preparing the case for teaching:

- What would be your primary student learning objectives teaching the Computron case?
- Identify the "learning pastures" to support your learning objectives.
- What question(s) would you use to open the case?
- What would you aim for your board to look like after the case discussion?