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| Pureiän Spring Water | The Best thing to ever happen to B.C.  **The Lambda League**  ( Group 7 & Group G ) | **Λ1** Explain how H. Y. Louie uses its value chain to keep its position as an integrated cost leader / differentiator. Explain how the group uses its range of businesses as an integrated cost leader / differentiator to defend against Porter’s five forces. |
| **Λ2** H. Y. Louie has been offered the chance to franchise Giant Tiger Stores in Western Canada. Would this strategic move make sense for them if the price is right. Should they pursue this move? (a) Why or (b) Why not? |