

GAP, INC.

DISCUSSION QUESTIONS

1. What accounts for the early success of Gap?
2. How has Gap's business strategy changed over the years? How would you describe Gap's business strategy now?
3. What approach did Gap take to dealing with the challenges imposed by COVID-19? How well did they seem to work?
4. Coming out of the COVID-19 crisis, should Gap go back to what it was doing before the crisis, or are there changes that should remain? Be specific.
5. Is Gap's leadership team (see Exhibit 1) right for guiding this company at the present time? If not, what is missing?
6. What are currently the major threats Gap is facing? What should Gap do to address them?
7. Where are the opportunities in this market? Should Gap diversify into other markets? If so, which ones and how would they enter?
8. If you had money you wanted to invest, would you invest it in Gap at the time the case was written? Why or why not?