

GROUPON, INC.

DISCUSSION QUESTIONS

1. To what do you attribute Groupon's early successes?
2. What are Groupon's most valuable resources? Are they hard for competitors to imitate?
3. Should Groupon seek to be acquired? By whom? What does the company have to offer that would make them attractive to a potential buyer? In other words, what are their strengths in their market.
4. If you were Andrew Mason, what would you do beyond what Groupon is already doing?
5. Mason says he does not want to compete with Amazon, but do you suppose that Amazon is concerned about Groupon? If Amazon wanted to become the leader in the daily deals market, could it be done? How? What does your answer say about the risk factors facing Groupon?
6. If Groupon's business model is so good, why isn't the company making a consistent profit?
7. One of Groupon's new businesses requires the company to hold and manage inventory. Is this a good business for Groupon, given its skills and situation? What are the risks associated with holding and managing inventory?