UNIVERSITY OF MANNHEIM
Business School

CHAIR OF
BUSINESS-TO-BUSINESS-
MARKETING,
SALES & PRICING

MKT 615 Sales Management

Case Study Topics

FSS 2026

Please submit your first and second case study preferences via email to rebecca.boritzki@uni-mannheim.de by February 17 (23:59). Students may optionally indicate preferences for group members, as groups will consist of 5–6 participants. A confirmation email will verify official registration; if you do not receive this notification, please contact Rebecca Boritzki.

The in-person Kick-off meeting takes place on February 19 at 10:15 AM in O 135. During this session, we will announce group allocations (which we will also upload to ILIAS), outline main requirements, and address questions regarding the process. We will distribute case materials via email immediately following the meeting, where students will also have the opportunity to connect with their groups. Please note that group presentations occur on Thursdays from 10:15 to 11:45, spanning March 12 to April 30. Further details will be given on 19th of February.

Topic 1:

Case Study Topic	i. a., related chapters in the script	Company	Date of Presentation
Managing Complexity at mymuesli	1.2 Objectives and challenges of sales management, 1.4 Competitive advantage in sales	mymuesli	12.03.2026

Short case description:

In April 2009, direct-to-consumer e-Commerce muesli brand mymuesli faced a flood of customer questions. The breakfast cereal startup enabled users to order personalized muesli on its website by choosing from 75 organic ingredients for a total of 566 quadrillion potential muesli combinations. mymuesli's customization process offered a benefit over store-bought brands by focusing on consumers needs. However, co-founder Hubertus Bessau found customization was a double-edged sword: 'People love customization but hate to customize'. While some users proceeded through the customization process in minutes, others spent hours or abandoned the purchase altogether. Bessau wondered how to increase order completion rates and sales.

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Topic 2:

Case Study Topic	i. a., related chapters in the script	Company	Date of Presentation
Mercedes-Benz's New Sales Strategy: End Times for Car Dealerships?	1.3 Sales strategy, (4. Managing external sales partners)	Mercedes Benz	19.03.2026

Short description:

Belinda Oliveri, managing director of Mercedes-Benz Starlight, reflected on the events of the past couple of years. At a 2021 meeting of its fifty-two Australian dealers, Mercedes-Benz Australia/Pacific Pty Ltd announced a new sales model through which customers would buy vehicles at a fixed price directly from the company and only step inside a dealership to collect their purchase. Oliveri knew that as a respected industry leader and significant player in Australia's high-volume automotive business landscape, she had to develop an informed opinion on the matter. She also knew change was coming, but that there were also a lot of unanswered questions.

Topic 3:

Case Study Topic	i. a., related chapters in the script	Company	Date of Presentation
Seemore Meats & Veggies	1.2 Objectives of sales management, 3.2 Channel configuration	Seemore Meats & Veggies	26.03.2026

Short description:

Cara Nicoletti was an emerging food entrepreneur who had recently launched her first product, a sustainably sourced, vegetable-infused meat sausage. Brooklyn, New York City-based Seemore Meats & Veggies had seen promising signs of success in local markets and pockets of the West Coast, such as Los Angeles, California. Customers overwhelmingly approved of the product and bought them by the case. Nicoletti was ready to scale her operation. However, she encountered challenges in demand for her products nationwide. She had already managed to enter a crowded industry dominated by giants such as Tyson Foods and JBS USA. Faced multiples challenges, the founder had to determine the optimal distribution strategy to secure its future growth.

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Topic 4:

Case Study Topic	i. a., related chapters in the script	Company	Date of Presentation
Ethena: A Go-to-Market Dilemma	2.2 Key Account Management, (5.2 Sales planning and control systems)	Ethena	16.04.2026

Short description:

In November 2021, Ethena founders Roxanne Petraeus and Anne Solmssen evaluated expansion strategies for their SaaS compliance training firm. They retained revenue consultant Arnie Gullov-Singh to determine whether to target mid-market or enterprise sales. Gullov-Singh's analysis characterized the mid-market as a reliable growth avenue, whereas limited data obscured the viability of the enterprise sector. Despite this uncertainty, Petraeus noted the firm's existing success with high-profile enterprise clients. Together with VP of Customer Success Akhila Iruku, the team assessed the feasibility and strategic merit of simultaneously pursuing both segments, balancing reliable mid-market data against the potential of the enterprise market.

Topic 5:

Case Study Topic	i. a., related chapters in the script	Company	Date of Presentation
Foot Locker's Digital Penetration Strategy to Boost Sales	2.3 E-Commerce	Foot Locker	23.04.2026

Short case description:

Headquartered in New York, Foot Locker originated as a division of the F.W. Woolworth Company, a historic five-and-ten-cent store chain founded in 1879. Following its emergence as a leading US athletic footwear retailer in 1974, the parent company officially rebranded as Foot Locker in 2001. Although initially dependent on mall-based locations, the firm recognized shifting consumer preferences following the decline of traditional mall culture. Consequently, Foot Locker established a website in 1998 to capture digital demand. However, facing declining sales in 2022, the company initiated a strategic revitalization of its digital platform to better engage its online customer base.

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Topic 6:

Case Study Topic	i. a., related chapters in the script	Company	Date of Presentation
Introducing Social Selling with Digital Lead Generation in B2B: The Gewiss SpA Case	2.4 Social Selling, 2.9 New Technological Trends	Gewiss SpA	30.04.2026

Short case description:

Amid digital transformation and evolving customer needs, companies seek innovative strategies to seize business opportunities. This case examines Gewiss, a leading manufacturer of electrical equipment and home automation solutions, as it developed a digitally enabled lead generation approach for social selling within its commercial excellence strategy. The case illustrates a pilot project in the company's direct channels in a selected country, aimed at generating leads more effectively through digitalization and sales automation.

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