Goodwill Case Analysis

The Goodwill case gives you an overview of the enterprise, its mission, its structure and its performance. Using the information presented in the case, plus any additional information you may choose to bring in from other sources, reply to the following questions:

1.      Describe Goodwill’s basic business and scaling model

2.    Describe Goodwill's social impact as compared with not-for-profit/government effort or other initiatives.

2.      Taking into account financial, social, political, community, governance, and leadership factors, what do you see as Goodwill’s key success factors?

3.       Analyze the advantages and disadvantages of the Distributed Social Enterprise model that Goodwill has developed over the course of its history.

4.       What do you take away from your analysis that might be relevant for launching a new social enterprise venture?