

## Growing Markets at the Base of the Pyramid

### Instructions

When doing the reading for this class, there are the two basic kinds of information you need to understand:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, it is *information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible position on an issue, rather than another.

### Reading

Prahalad, C. K. (2014). The Market at the Bottom of the Pyramid. In *The Fortune at the Bottom of the Pyramid* (Revised & Updated ed., pp. 27-46). Upper Saddle River, NJ: Prentice Hall.

### Questions

As you read, keep these questions in mind:

1. What does C. K. Prahalad mean by the “base of the pyramid” (BOP)? Why is this a potentially lucrative market for businesses to serve?
2. What tactics does Prahalad recommend for capturing and serving BOP markets?
3. Why does Prahalad believe that cultivating BOP markets is a morally good thing?

To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.