

## Square (Kellogg KEL-792)

- 1) What is the value added of Square?
- 2) Who are the players in the mobile payment ecosystem? Where do they stand? What do they want? What do they fear?
- 3) Conduct a “five” forces analysis of Square. That is, discuss the substitutes, complements, rivals, entrants, buyers and suppliers.
- 4) What is the competitive advantage of Square? Is this sustainable?
- 5) Describe Square’s relationship with Visa and Mastercard. Are they complementors or competitors?
- 6) What is the value added of a wallet? Is Paypal, Google or Square in a better position to make a virtual wallet successful?
- 7) Which of the suggested alternatives for growth would you recommend, and why?