

## **Assignment questions Kuybra Case**

- 1.** What is Marc de Kuyper's current situation?
- 2.** What is the culture of De Kuyper?
- 3.** Describe the firm's succession process to date. What do you think of the decision to bring in an outsider?
- 4.** What do you think should be the role of the supervisory board in the succession process? What is the board's view of Marc? What should it do?
- 5.** What should Bob's role be in the succession process? What is the view of Marc? What should he do?
- 6.** Does Mark have the capabilities to take on a role within the family firm? As Marc, what would you do?