

Transforming adversity into opportunity under COVID-19: A chronicle of Ritsuko-san's restaurant startup in downtown Osaka

コロナ禍で外食産業に参入した食いしん坊店主“りつこはん”の奮闘記～苦難をチャンスに転換する起業家的思考と行動様式

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This teaching case looks at how experienced, small business entrepreneurs think and act when they are making decisions under high degrees of uncertainty. It is intended for entrepreneurship courses that teach entrepreneurial thinking including effectuation. Decision-based teaching cases about Japanese small businesses, especially those run by women entrepreneurs are few and far between. Students will be introduced to a Japanese woman trying to decide whether or not to start her dream venture—an Italian restaurant in downtown Osaka. She had decades of experience initiating and building up a successful business in merchandising. But the timing was not ideal. The business district was deserted due to the pandemic. Was orchestrating a major pivot during COVID-19 simply crazy?