Using this link [http://www.marketplace.org/topics/business/big-book/yum-brands-global-trifecta](http://www.marketplace.org/topics/business/big-book/yum-brands-global-trifecta) listen to or read the interview of Kai Ryssdal and Yum Brands CEO David Novak in order to answer the following questions. This is similar to the exercise you did last week.

1. **How is the number of restaurants and their growth like Emily’s Lemonade?**

   For Emily more stands equaled more money. For Yum Brands more restaurants (35,000) equal more earnings (money).

2. **At its current earnings growth rate in what year would you expect the earnings to double?**

   Five to five and a half years, between 2017 and 2018.

3. **Why does Mr. Novak think that the state of the economy does not impact the performance of Yum Brands?**

   His restaurants focus on the food being affordable and convenient. (Price)

4. **Where does Mr. Novak believe that Yum Brands can grow and why?**

   Mr. Novak is focused on global growth in China, India and Africa. In the US Yum Brands have 60 restaurants per million people. In China it is only 3, and in India and South Africa it is less than three. More stands, more earnings.
Using this link [http://www.npr.org/2012/01/19/145403625/cheap-chinese-panels-spark-solar-power-trade-war](http://www.npr.org/2012/01/19/145403625/cheap-chinese-panels-spark-solar-power-trade-war) listen to the news report on solar panels in order to answer the following questions.

1. **What is dividing the solar industry over the import of Chinese solar panels? Why?**

   The importation of cheap Chinese solar panels. Manufactures of panels in the U. S. feel that the panels hurt their ability to sell products. Installers feel that the lower price of solar panels helps drive their business.

2. **How is the Chinese government promoting (supporting) its solar industry? Why do you think they are doing this?**

   The Chinese government promotes their solar industry by providing subsidies to Chinese manufactures. They are doing this to grow their exports and maintain high employment.

3. **What are opponents of Chinese imports requesting be done to stem the amount of imports? What could be the unintended consequences?**

   Opponents (manufacturers of solar panels), want the U. S. to place a tariff on solar panel imports from China.

   If a tariff is imposed it could drive up the price of solar panels in the overall market and also could slow the manufacturing of supporting components, like inverters. The tariff could also start a trade war with China on products we exports to China.

4. **What is the interest of U.S. consumers? Why?**

   Consumers are mainly interested in price, at this time it results in the least expensive overall product (the combination of solar panel and installation).