Conservas La Costa is an interactive case study about the sizing of sales force which helps the student understand how to manage the cost-benefit relationship in a situation of limited resources.

The case has interactive templates for the following areas:

- Calculating daily visits
- Size of the sales force
- Budget
- Strategy definition
The application guides students through each of the decisions that they need to take, based on an initial proposal.
At all times throughout the case, a comparison is available which allows students to contrast the results with those of the previous year.
To conclude the case, a scorecard analyses the students decisions and their global implications.