**Instructions:**

Develop a presentation that Smith could use.  This is an opportunity for you to demonstrate your understanding of the 3 parts of the case. Smith's presentation to the Board of Directors should show benefits/problems of past diversification and develop a marketing plan for the new acquisition.  Smith's presentation should   incorporate ideas from assignment/case questions but should not be just a recitation of the answers to the questions.

Please keep in mind the following as you develop the presentation for Smith.

Smith is asking for Board approval for:

* 1. Acquisition of Safe Appliance
	2. Acquiring Safe Appliance and running it as a subsidiary of BSLC. Students who recommend this course of action should make the case justifying how it benefits by being a subsidiary of BSLC.
	3. Acquiring Safe Appliance and running it as a subsidiary of BEIGO. Students who recommend this course of action should make the case justifying how it benefits by being a subsidiary of BEIGO
	4. Situation analysis
	5. State previous acquisitions, errors made how the economic /demographics changes are providing opportunities etc.
	6. Outline a marketing plan for Safe Appliance - 4 Ps and positioning etc.

**Submission Requirements:**

Your presentation should:

* be made in Microsoft Powerpoint.
* use text wisely (NO FULL SENTENCES).
* avoid too much animation, sounds and fancy transitions. Numbers can "fly in" if you do not want to show all the data at once but use such options with care.
* not use pronouns on any slide (e.g., "our" idea, "their" product, etc.)
* have a clear and specific title for each slide. Do not use CHART or FACTS or QUANTITATIVE DATA as a title. State what the chart shows. What kind of facts are you presenting? What is the data about?