The problem requires that you continue with the scenario and simulation you began in the previous problem.

**SCENARIO CONTINUATION**

It is New Year's Day, 2016. You have finished analyzing the performance of Clipboard Tablet Co., and you have submitted the report requested by your CEO, Sally Smothers. You are ready to move forward to 2016, but…..

….as you turn on the TV, you notice something very strange. You recognize that the date is January 1, 2012, and that *you* get to make the decisions for the Clipboard Tablet Co. for the 4-year period beginning with 2012. Your challenge is to do better than Joe Thomas.

At the beginning of each year (2012-2015), you will determine your pricing, your R&D allocations, and whether or not to discontinue any products. You are required to make your decisions for each year, and to report your results to see what happened. You must keep track of your decisions, making specific notes supporting each of your decisions.

Run the Clipboard Tablet Co. simulation through the end of 2015. When you are finished, the date will be December 31, 2015. What is your total Score? Did you do better than Joe Thomas?

You organize your notes about your decisions, your analysis, and your reasoning into a well-written report.

Run the [*Clipboard Tablet Co. simulation*](https://forio.com/simulate/michael.garmon/tablet-development-sim/simulation/) <https://forio.com/simulate/michael.garmon/tablet-development-sim/simulation/#p=page0https://forio.com/simulate/michael.garmon/tablet-development-sim/simulation/#p=page0> with your strategy, making decisions year by year for prices and R&D allocations. Write a **6-7 page** paper, not including cover and reference pages, in which you discuss the decisions and the results for each year. Discuss why you did better (or worse) than Joe Thomas.

**KEYS TO THE ASSIGNMENT**

*The key aspects of this assignment that should be covered and taken into account in preparing your paper include:*

* As you run the simulation, keep track of your decisions and the results – both financial and marketing. Copy and paste the results into Excel or into a Word document. You will also want to record the information that you get from the Advisor. Make a note of your Final Total Score.
* Include your Final Total Score, some tables, and/or graphs showing key results. Using sound logic, be sure to clearly explain the differences from the previous problem.
* Remember that the key here is *quality of* *analysis.*
* Time Line Summary:
* You find yourself in a Time Warp that takes you back to January 1, 2012.
* You recognize that you can now revise the decisions made from the previous problem for 2012 – 2015.
* January 2, 2012 - input decisions for 2012.
* January 2, 2013 - input decisions for 2013.
* January 2, 2014 - input decisions for 2014.
* January 2, 2015 - input decisions for 2015.
* December 31, 2015 – You have gone through all four years, and you write your report to summarize how you did.