**BUS499**

**BACKGROUND**

First, Run the Simulation using the Default Decisions. (in other words, use the prices and R&D% that are already there.) As you run each year, you will need to capture or collect the results for each year, for each product, X5, X6, X7. You need to copy (using Excel, by hand, or some other method) the Financial results and Marketing results, as well as the information provided by the Advisor. The final Total Score will be $1,165,110,357.

**REQUIRED READING**

Refer to the reading on the SLP in the Module 1 Background. Then read the following scenario before you proceed:

*SCENARIO*

It is December 15, 2009. Joe Schmoe, the VP of Marketing at Handheld, Corp., is smugly patting himself on the back for how well he has done with pricing and product development on the three products, X5, X6, and X7. He knows his strategy was not very creative, since he did not change any prices or R&D allocations over the four year period (actually six years, counting 2004 and 2005.) But he is certain that he did not need to change anything. And he's sure his overall performance is proof.

But, Sally Smothers, CEO of Handheld, has a different opinion. And she does what she has to, Joe is called in and let go. Dang, Joe thinks, fired again.

You are hired. You applied for the position a few weeks ago and interviewed, not sure of the fate of Joe Schmoe at the time. But you were the one that Sally wants. So here you are, Dec. 15, 2009, VP of Marketing at Handheld, and ready to move the company ahead into 2010. Your boss, Sally Smothers, is expecting you to take over and move the company forward in terms of product development, and smart pricing.

**ASSIGNMENT**

Please turn in a 4 to 6 page paper, not including cover and reference page, according to Sally directions as follows:

Sally wants to make sure that you are ready to move ahead. So she asks you to review the past four to six years to see what was going on in terms of product development, sales, pricing, and performance against the competition. So you collect all of the data and write a report which is due on Sally's desk 1/2/2010.

Analyze the results of Joe Schmoe's decisions and then ***write the report that Sally is requesting***. Run the simulation of the Handheld Corporation using the default decisions. Access the simulation site ([Click here](http://forio.com/pdasim.htm)) and choose **Demo**. Collect the data for each year (or you can download a copy of it - see below.) Make a Case for your proposed strategy using financial analysis and relevant theories.

**KEYS TO THE ASSIGNMENT**

*The key aspects to this assignment that should be covered in your paper include:*

* a review of the products, their life cycles, how they stack up in terms of price and performance
* Financial review for each product: X5, X6, and X7 – sales, costs, profitability, prices, unit margins, etc.
* Market review: New Sales, repeat Sales, Market Saturation, etc.
* Propose an alternate strategy: a general idea of how you might do better with these products: what pricing and R&D allocations, etc. would you have put in place over the last four years, 2006 – 2009.

**ASSIGNMENT EXPECTATIONS**

*Your paper will be evaluated on the following seven (7) points:*

* Precision - Does the paper address the question(s) or task(s)?
* Breadth - Is the full breadth of the subject, i.e., all the keys to the assignment, addressed?
* Depth - Does the paper address all elements of the topic in sufficient depth? Does it include and apply the background readings and other background resources? Are they included as references?
* Application - Are the concepts of the module appropriately applied to the subject organization?
* Organization - Is the paper organized in a coherent and systematic manner? Are headings included in all papers greater than 2 pages?
* Clarity - Is the writing clear and the concepts articulated properly? Are paraphrasing and synthesis of concepts the primary means of response to the questions, or are thoughts conveyed through excessive use of quotations?
* Referencing (citations and references) - Does the paper use citations and quotation marks where appropriate? Are all references listed in the bibliography used and referred to via citation?