**Case: Outputs, SLP: Time Warp 2**

**SCENARIO CONTINUATION:**

It's New Year's Day, 2016. You just had a great New Year's Eve celebration; you finished analyzing the performance of Tablet Development and are ready to charge ahead into the future. As you turn on the TV and try to open your eyes, you notice something strange (again). The TV commentator is saying something about New Year's Day, 2012. You have a sinking feeling, and sure enough, it's back to 1/1/2012. You realize that you are in Time Warp 2.

This time you decide to do your decision making differently. You are going to use a technique that you became familiar with last year, CVP analysis. And you are going to decide all of your decisions at once. No feeling your way through it this time. You are going to make all of your decisions now, for the next four years and just cruise through it this time.

You analyze the results of your first set of decisions that you made in Time Warp 1, from 2012 to 2015. You have the data, you kept it all. But now you are going to use CVP analysis to help you determine your new strategy. And you have a tool to use, the CVP Calculator.

You analyze the results using CVP and develop your [complete](http://cdad.tuiu.edu/CourseHomeModule.aspx?course=456&term=97&module=3&page=slp) four year strategy. You decide to make notes about your analysis and your reasoning process; just in case you have to do this again (You are praying that you can finally move ahead this time when you get to 2016.)

You finish your report that shows your strategy that you are going to use these next four years during Time Warp 2. And stop and take a big breath before you move ahead into 2012.

(In other words – don't run the simulation, yet. Just turn in this report.)

**ASSIGNMENT**

Please turn in a 4 to 6 page paper, not including cover and reference page, in which, after again reviewing and analyzing the results that you got in SLP2 (Time Warp 1 decisions), you develop a revised strategy and make a case for this new strategy using analysis and relevant theories.

**KEYS TO THE ASSIGNMENT**

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

* The revised strategy consists of the Prices, R&D Allocation %, and any product discontinuations for the X5, X6, and X7 PDAs for each of the four years: 2012, 2013, 2014, and 2015.
* You must present a rational justification for this strategy. In other words, you must Make a Case for your proposed strategy using financial analysis and relevant theories.
* Use the CVP Calculator and review the [PowerPoint](http://cdad.tuiu.edu/CourseHomeModule.aspx?course=456&term=97&module=3&page=slp) that explains CVP and provides some examples.
* You need to **CRUNCH** some numbers (CVP Analysis) to help you determine your prices and R&D allocations.
* Make sure your proposed changes in strategy are firmly based in this analysis of financial and market data and sound business principles.
* Present your analysis professionally making strategic use of tables, charts and graphs.
* TIME LINE SUMMARY

**SLP1**

* 2015:  12/15 hired.    12/30 turned in first report to Sally a few days early. 12/31 – celebrated

**SLP2**

* *Time Warp 1* begins: 1/1/2016 WARPS INTO 1/1/2012
* You freak out, and then realize you have to make decisions for 2012 – 2015, which you do.
* 12/31/2015 – you have gone through all four years, and you write your report to summarize how you did. You are hoping that you will wake up tomorrow and it will be 2016.

**SLP3**

* *Time Warp 2* begins: 1/1/2016 WARPS INTO 1/1/2012 (Again)
* **Now its 1/1/2012:** you decide to use CVP analysis and develop a four year plan for your strategy. You analyze the results of your first decisions in Time Warp 1 and make notes. You use the CVP Calculator to help you develop your strategy and you make more notes explaining your logic and your analysis. Then you take a short breather before you start in again tomorrow.

**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?