

Finance forecast essay



**ASSIGN
BUSTER**

Bill Young believes that because his employees were not responsible for the 9/11 attacks, they should not have to suffer loss of income as a consequence. Businesses are always subject to economic forces over which they have little or no control. Should the business response to something like the 9/11 attacks be any different from the response to "normal" fluctuations in the business cycle? If so, why and how? If not, why not? How does the example set by Aaron Feuerstein influence your decision?

When normal business cycle going down then the companies can be changed by opening new lines, new products or new companies. Unlike the normal business cycle, after 9/11 attacks the business is going down immediately. The MTI is a primary market research firm, and the staff had found that consumers were unwilling to spend time on surveys.

The MTI also found that mental state of the respondent influenced the validity of the answers that could be obtained in a research study. Usually, the research also changes in response rate when local place have a big sporting event, national event, sometimes even the weather played an important role. In the short run, the MTI should focus on the relationship with clients and tell the clients the truth that the research results might be different after 9/11 attacks. In the long run, the MTI should prepare the backup plan in case that the similar accident happened again.

From the example set by Aaron Feuerstein whose spirit matched with Bill Young that they all think have responsibility for employees and they have their religious beliefs which influence how to run the company, then the MTI should focus on the employees' emotional status since Bill Young has thought

employees were the company's primary assets and he might start cut the budgets from fixed assets rather than layoff employees.

From the case After doing research about the Aaron Feuerstein case, he thinks he was doing the right things even he has to announce bankruptcy, and he can't just put 3000 people on the streets. For my opinion since this is 100 people rather than 3000 people, I might cut the employee's hours who have similar assignment to maintain the company. In other words, every employee still have income to maintain the living expense, and need to clear announce that it might stay one to two years. If they do not want to stay, then I would like to pay the compensation