

Marketing and long-term goals

[Business](#), [Marketing](#)



How would you rank the issues she faces in terms of relative importance?

Which are in conflict? Gilchrest has to deal with the decline of boat sales, develop an appealing marketing strategy for the company board, and talk with OSHA about the health and safety issue. 3. What long-term goals should she set for herself? Gilchrest should set long-term goals of increased production of sales through innovative ideas to keep up with competition and create and maintain a positive image for her employees as a new president. 4. What should she do now?

Gilchrest should now focus on the issues brought on to her from adopting this new many and from there, after dealing with the issues in a successful manner, will be able to establish her long-term goals. 5. How should she communicate her decisions? Gilchrest should communicate her decisions through Boswell to receive some feedback and criticism and then through trial and error by presenting her decisions to the board. 6. What risks does Gilchrest face? What painful decisions should she make? Gilchrest risks facing an even worse off company than she started off with. Her market-oriented approach could further decline sales.

Gilchrest should decide, after innovating her ideas into the company and seeing how they impact, whether or not she is capable of a president's position and either continue or abandon the position. 7. Should she immediately move to make the company more market-oriented? How? Making your product more open and known to the public usually creates good business. Though Gilchrest would have to consider production costs, salary costs, etc.