

Good economic way of thinking essay example

[Literature](#), [Russian Literature](#)



Key issues

In the report of week 6, the key issues which were high lightened are:

- The decision of whether CanGo should introduce new products
- The decision of Should CanGo expands its human resource for the new product development
- The decision of utilizing the current human capital efficiently
- The decision of new products which CanGo could offer to its customers
- The decision of utilizing the current employees and shuffle their roles in order to meet the needs of introducing new products in the market
- The decision of choosing the most suitable way through which CanGo can compete

These were some of the key issues faced by CanGo in order to grow in the market. Below are the some recommendations which can be used by CanGo in order to decide the appropriate factors for the growth strategy.

- CanGo should start offering new products because this is the time of evolution for businesses. And not introducing new products will be a dead end for CanGo
- CanGo should not expand its current human resource because of the limited funds available. However, induction one to two employees will not greatly affect the budgets of CanGo.
- The current human capital should be used efficiently and distribute the duties in small activities, so then no one gets the burden.
- The best product that they could offer are e-books and mp3 music files which will be cost effective as compare to the online gaming.
- The shuffling of the roles of employees would not be good enough. Because

most of the employees have expertise in their respective areas. However, a small amount of new duty can be assigned to everyone.

- The hassle for CanGo can result in devastating results. They should not be so quick in implementing growth strategies. It would be better if they start offering small products and then get some new ventures in order to get finance.