

Micromatic plan of action



I will focus on promotion so the salesperson can sell more products at their region. For the workforce part, I will put 5000 on maintenance and 5000 on training to keep to keep the crew productivity 1 000 so I won't have too any over time production. This way is part of how I decrease the COGS. Sales person is also very important, I will try to make the right forecast to avoid losing them, but I won't hire any if I lose one because it cost too much to hire one.

For the marketing research decision, I will buy average expected demand for each quarter because as we talked about in class. Demand can always affect the industry because companies can not control the demand so what they do is to estimate future demand by analyzing the actual demand. I need to know the expected demand to decide how many products they want to sell In each region. I will also buy product quality and unit price by company to track how Is my " enemy doing".

In this course I learned Industry rivalry Is one of the Important forces of competition so by knowing their quality and unit I can increase or decrease my price when they make a move. For the advertise part I will focus on the region that has high demand or expected demand so more customers will come to buy my products. If I face a problem like the sales are too low will try to decrease my price a little bit or give some commission to make sure my products can be all sold at next quarter.