Assignment 1

The Analysis Assignment is due by the end of Week 3. You have not submitted this assignment.

1. According to Cao et al., the two primary responsibilities of a business are the desire to increase shareholder value and provide good customer service. The following is a list of five of these four responsibilities:
   - Customer service: To ensure customer satisfaction with every aspect of the company's operations.
   - Financial goals: To achieve financial targets and goals set by the company.
   - Social responsibility: To contribute to the betterment of the community and society at large.
   - Environmental responsibility: To ensure that the company's operations do not harm the environment.
   - Legal responsibility: To comply with the laws and regulations governing the company's operations.

2. Which of the following strategies does the company need to focus on to achieve its financial goals?
   - Increase sales and revenue
   - Decrease costs and expenses
   - Improve customer satisfaction
   - Invest in research and development
   - Reduce debt and improve financial ratios

3. Scenario: A new high-tech gadget was released in the market. The gadget is expected to be a hit and generate significant revenue for the company. The company is considering investing in a new marketing strategy to promote the gadget. What is the most likely scenario that would occur?
   - The gadget becomes a hit and increases revenue.
   - The gadget fails to meet expectations and decreases sales.
   - The gadget's popularity wanes quickly, leading to decreased revenue.
   - The gadget becomes a hit but fails to meet profitability goals.
   - The gadget's popularity leads to increased competition in the market.

4. Assignment 2: Business Development (due by the end of Week 3)

   - Describe the strategies and tactics used by your company to achieve its business objectives.
   - Discuss the challenges and opportunities faced by the company in achieving its objectives.
   - Provide specific examples of successful and unsuccessful strategies.

   Evaluation criteria:
   - Content (40 points)
   - Organization (20 points)
   - Research (20 points)
   - Presentation (20 points)

   Submission: Submit your assignment in a Microsoft Word document or a PDF file.