**1) Decision to Improve Advertising Design Ad** – How? Need to modify ads for Comfort Bike, Rugged Bike, and XL Rugged Bike for more visibility amongst competitors advertising in Qtr4 – Qtr6. Benefits from improving advertising design ad would increase the demand for the products of the "The Bike”. Planned budget for advertising for each quarter Qtr4 to Qtr6 is $45,588. Internet Marketing expense for each quarter Qtr4 to Qtr6 is $15,500. **A positive effect** for this decision to improve advertising design ad was that during the 6th quarter “The Bike” had high demand of 5,642 with significant sales of more than one million for sales revenue in 6th quarter of $6,889,207.

**2) Decision to Improve Major Media Placement** – How? Need to increase inserts for magazines to be noticed by potential customers in Qtr4 – Qtr6. Benefits from improving major media placement would increase demand by potential customers in the market for “The Bike” products. The tactical plan for projected demand in the following quarters are the following: 4th quarter projected demand 2,784, 5th quarter projected demand 5,220 and 6th quarter projected demand of 8,004. A **positive effect** was that during the 6th quarter there was an increase for inserts for magazines to be noticed by potential customers in quarter 6 with 60 inserts generating a high demand for “The Bike” products for demand of 5,642 with significant sales of more than one million for sales revenue in 6th quarter of $6,889,207.

A graph and bar chart

Description automatically generated