**Combined Class Activity by:**

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**Scenario 01:**

As a manager I would install a conveyor belt in the warehouse that will help the workers in off loading the compressed gas containers and putting them on the four-wheel trucks. That will also reduce the number of from two to one since you require only one worker to operate a conveyer belt.

And since there are five major types of gases that make up 98 percent of the total gas handled, I would ask the vendor to arrange the containers in such a way that the five most used gases are always off loaded first. Then through the conveyer belt they can be loaded into the four-wheel trucks and offloaded in to the warehouse through forklifts. The other 2 percent of the gases can be manually sorted out by the warehouse staff.

**Scenario 02:**

Since at the time of the launch there is virtually no competition for the drug, I would advise the client to sell the drug at the maximum profit possible to cover up for the R&D expenditures of the drug and also make the most of the first movers’ advantage for the first one and a half year. Later we can steadily lower the prices till the time our competitor launches his drug targeting the same segment of patients. By that time, we’ll lower the price of the product so much that it wouldn’t be financially feasible for the competitor to produce the drug and sell it at a competitive price as ours.

As a result, the competitor will be compelled to stop the production of the drug and the market monopoly would be back in the hands of the client’s company.

Also during the duration of the 3.5 years we can further strengthen our sales representatives network by recruiting more pharmacies to push our drug this long term investment will also pay dividends when our competitor tries to push his product in the market later on.