

The focus and the priorities of the company are :-

1. Creation of a digital “*cloud* based” service for provision of the software.
2. Investigating the use of the data conversion product that is available in order to improve *efficiencies* and reduce cost.
3. *Expansion* of existing product into overseas markets such as Brazil.
4. Increasing the *development* effort on our existing product line including more advanced reporting and other innovative features.
5. Undertake a significant *marketing* campaign to promote our solution in the existing market.

## **Finance**

The CFO provides an overview of the company performance including a basic P&L for the company with estimates for future years (figure 165) that costs the program of changes highlighted by the strategy.

**Figure 165 — P&L**