

*Point 5 : Undertake a significant marketing campaign to promote our solution in the existing market.* It doesn't fix any of the problems but at least it might give us a short term revenue boost.

*Point 6 : Keep an eye on the sensors from China.* Though not explicitly stated or highlighted as a strategy, it's worth calling out that the approach is to keep a watchful eye on the sensors. Given the fairly predictable impact these will have, this is less than encouraging.

If you want to mess up strategy then the CEO has done a glorious job. Fortunately there's also some opportunities to be considered. Firstly, the market in Brazil is an opportunity but re-using our old business model might not be the wisest idea.

Secondly, there was an interest in acquisition of this company. Just because you know it's a future train wreck, this doesn't mean others do (remember most don't map). As someone who has done a bit of work in M&A then coming face to face with a company hurtling towards a cliff edge whilst there is *"positive noise about the subsidiary from analysts and also some interest by third parties in potential acquisition"* is surprisingly common and lucrative. You are a board member for the conglomerate and should look to maximise the opportunity.

Thirdly, the system logic is heading towards legacy and we will have our own DevOps moment with an emerging practice. Fortunately, we're not the only ones facing this as the US company has the same