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**ALI-KYOTECH**

Project 1 – Part 3:

Fields that need to be normalized are:  
For ‘PRODUCT’ table, the field ‘Product\_Class’.  
For ‘PRODUCT’ table, the field ‘Product\_Size’.  
For ‘INVOICE’ table, the field ‘Invoice\_Status’.

Project 2:

My business products are mainly influenced by three of Porter’s Five Forces. The most influential of which is the threat of substitutes. This is because classrooms are shifting towards completely digital environments. As such, teachers might want to opt for educational video games instead of boardgames. However, this comes with the downside that the instructor has no complete control and supervision over each student activity, which are offered by my product. The next force is industry rivalry; it is not surprising that large boardgame companies will attempt to compete indirectly by creating a similar line of products or directly by offering up to purchase my business as a whole. Large companies have more financial capital and a larger minimum efficient scale (as a consequence, they would effectively force me to sell below production cost). This threat can be counteracted by vigilantly protecting my intellectual property as well as pursuing other legal channels so other businesses may not get away with ‘product dumping’. Finally, bargaining power of buyers also poses a risk because as a start-up, I cannot match the prices that large industrial manufacturers offer for related products. In order to work around this, there are two strategies: one, the composition of my consumer base will be mainly educational institutions (school boards, colleges, schools, tutors, etc) that do not base their purchases on the price tag of the educational tool, but rather on the need for that tool. The second strategy involves practising price discrimination. This entails lower prices for consumers that value the product for less and higher prices for consumers that value the product more.

A suitable competitive strategy for my business is offering the best and most-customized boardgames across the boardgame industry, with a goal to minimize cost without compromising on overall quality. The nature of my business is customized educational games, so it only makes sense to charge for the customizable design the client demands – after all, searching for and obtaining the resources required to meet client customized design cost much more than simply using the raw material on hand. Since the likelihood of finding an educational boardgame with the exact specifications on a client’s mind is so low, product differentiation is a great strategy to increase how much value a client places on our products. Finally, we are constantly looking for ways to improve the efficiency of our production process to lower the prices for all of our consumers and increase the quantity demanded of our products.

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