

Problem Statement

As an entrepreneur who has recently graduated and started a software firm that outsources software products to foreign countries, you're currently facing the following challenges in your endeavour-

1. The recent economic inflation has caused financial difficulties for your business, making it challenging to meet the salary expectations of your employees while also dealing with fluctuations in supply and demand.
2. There is strong competition from Chinese software manufacturers in the market that your business is facing.
3. It has been a challenge for your business to maintain customer loyalty and retain them as repeat clients.

Conduct comprehensive case studies on the aforementioned challenges and propose solutions for them. Each case study should include the following components:

- Business Needs
- Analysis of Situation
- Recommendation
- Implementation Plan
- Evaluation

Each case study carries a weight of 10 marks, and if you conduct field research and present on-site data, you will be more likely to receive a high grade.

Each case study should be a product of your own original research and analysis, and should not be plagiarized. If plagiarism is identified, the entire assignment will receive a score of 0.