

This could be a big quarter if you have new technology available.

Should you invest in more R&D? Considering the market you are competing in, if you do not invest in more R&D, you will certainly fall behind the competition. Also, your balanced scorecard includes the metric "investments in the future". Therefore, it would be wise for you to invest in additional R&D.

YOUR TASK

Plan on building the new features into new brands.

Take a look at the profitability and ratings of the brands that were on the market last quarter.

Check out the competition to see what they did to improve their market position.