18.11.2021:

- lowered the amount of everything except laptop, because we have a large amount of everything in stock except laptops

- changed manager from Harry Leggman to Joseph Peters, because the staff didn’t like him (loyalty of staff was low)

- raised the price of laptops and its marketing, because last period we sold every laptop we had

- palmtops: changed from price / quality to best quality, because we have the supplier for this

- market research: buy competitor price and quality experience, because we than know the prices of the others and we know what customers want which quality

- desktop and palmtop: changed from sufficient check to basic check, because we have the best suppliers there and they shouldn’t break that easy

- changed name of products, personalised the profile

25.11.2021

- market research: buy competitor price again and staff satisfaction, because we changed to a better manager, but the staff loyalty is still in yellow

- raised the prices of laptops (180 🡪 215) and gamecomputers (200 🡪 220), because in laptops we had the lowest price from all and in gamecomputers we had the lowest price and now raised the quality

- gamecomputer: changed supplier from HongKong Ltd. to Kansas Inc. for better quality

- raised the research and development money for better quality

02.12.2021

- raised the wages from 2200€ to 2500€ because staff satisfaction

- increased everything by 5€ because high market share and sold everything and money

- Increased the supplies to 650 650 650 550, because empty stocks

- marketing campaign

09.12.2021

- bought own warehouse, because profitable

- increased the supplies to 1000 1050 1050 750, because strike and suppliers only can deliver 70% of the bought amount

- raised prices of palmtop (205 🡪 245), because we were the lowest and had a relatively high market share (3rd best in palmtops), and raised prices of desktops (245 🡪 255), because we need money for the high supply we bought, and raised prices of laptops (220 🡪 245), because we were the one of the lowest and had a high market share

- increased research and development to 5000 5000 5000 10000 5000, because raise of quality for the products

- bought competitors prices and quality experience

16.12.2021

- lowered R&D to 2500 2000 2000 2000 2000, because it did not change the innovation at all

- lowered amount of buying supplies to 750 850 850 650, because that is the amount we could’ve sold this period

- bought competitors price