

Case File

MATH 144 Applied Calculus for Business (Salomone)

Market It!

Team: _____

Score:

With your team, wrap up this case project by completing the following concluding tasks. Submit one printed copy in class, as well as an electronic copy to the course Moodle site. Include this page with your printed copy.

The Assignment

Make a recommendation to the vice-president of marketing. In your recommendation, the VP needs to know (1) how many units your company needs to produce in total, (2) what unit price to charge when the product goes to market, and (3) the amount of profit your company can expect to make from selling your product.

Since the market is a fickle place, also provide your VP with two alternative scenarios. How (specifically) should your company respond to weaker than expected demand? Stronger than expected demand? Be sure to provide recommendations regarding price, quantity, and expected profit in each alternative scenario.

In your Case File report, convince the VP that your recommendations represent the *best* possible outcome for your project. How will you make the case that a higher profit point is not possible? How do you know that all your product will sell?

The Criteria

Your Case File will be assessed on the following criteria.

1. Clear Decision and Organization

_____/10 pts

- Introduction and objective of the Case clearly stated
- Recommendation clearly stated and supported
- Alternative scenarios clearly provided and discussed

2. Support for Decision Made

_____/40 pts

- Supporting evidence presented in a table and/or graph
- Computations relevant to the decision clearly summarized
- Written recommendation directly references evidence and computation
- Evidence against this decision, if any, discussed fully

3. Discussion of Alternatives

_____/30 pts

- Each possible alternative scenario briefly summarized
- Disadvantages of each alternative scenario briefly discussed

4. Professional Style

_____/20 pts

- Business-appropriate fonts and spacing used
Times New Roman 12pt, single-spaced, one blank line between paragraphs. Maximum three pages.
- Appropriate tone for business audience — math jargon clearly explained
- Clearly and logically organized into sections
- Tables and graphs appropriately labeled
- Free of spelling and grammar errors