**Michail Markou Strategy ideas**

* Analysis Section compare + Main Page check for any urgent sections
* Quality only production option in children (1 out of 3)
* Increase from 2 to 4 Researchers R&D
* Purchase R&D machine (500.000 euros)
* Promotion (if resets) SEO + Billboards no new options yet + Add LinkedIn from 200 to 700
* Childrens shoes Increase Price to Max
* Purchasing add Childrens Instant delivery? Or 3 weeks? + Warehouse Size
* Increase Staff + Training (internal Growth + Learning)
* Hire more Manager employees if available
* Campaign for Press release + Spot Video
* Compare Budget and This year go crazy take loan from 2nd because takes time to approve???
* Increase Bonuses for ~~on target and~~ above target ~~to increase motivation for on target?~~
* We are humans, all goals cannot be achieved. Award everyone. Nothing is easy. Effort is appreciated.
* Care about someone that achieved even below the target or on target
* Success cannot be measured easily and can be misunderstood based on limited KPI
* Keep High Shoe prices to standardize decisions.
* If possible, spend more budget this year. High quality comes with a price
* Discuss about Balance sheet compare cash flow
* Boost Press Release with Marketing in TV-Shows or newspapers as the information says on the tab
* Decisions -> Management -> Change Management behavior focus?
* Decisions -> Marketing -> Promotions
* Decisions -> Staff
* In order to stay competitive and not decrease value of sneakers to lower we must increase quality even more! (Use the new money we got from market to excuse our high price!)
* Read carefully R&D to unlock more stars! (hire or/and invest research) will we make it 6th star with that progress bar?
* Loan???
* Television for kids and men's/women

Evangelia

* Increase stock in high-quality products as we lost about 15% sales in the men’s market (increase order limits? 500 – 3000 to 9000 now? From extra warehouse size?)
* Think about the red color in price (it says that this is a budget market)
* Think about financials (it’s green because we don’t have such a target)