**Names: Elizabeth Culkin, Lindsey Hume, Chris Stanko, Omkar Tamhankar**

**What was your exit value? ($ value only)**

Value: $101.67

**Which segment and strategy did you choose? (simple title; e.g. Economy / Low Lifetime Cost)**

Strategy: Economy / Low Lifetime Cost

**Please post an image of your strategy map with your submission. How did this influence your selection of strategic objectives and funded initiatives? What did you do well or poorly to drive your exit value? (short answer)**

A close up of text on a white background

Description automatically generated

Response:

We based our strategic objectives on improving quality and durability with a low-cost focus. This took the form of increasing our gross margin and implementing quality initiatives. To eventually provide the customer with a better product, we wanted to enhance the skills of our workforce, eliminate product defects, and offer high performing products. Notably, our “best-in-class” ranking percentage increased from 10% to 55%. Our operating income margin increased from 5.25% to 5.79%. The products with leading performance increased from 10% to 32%. Lastly, our stock price more than doubled from $40 to over $80.

We found minimal value in the plant reduce/reuse/recycle program in the financials directly after implementing the program. We didn’t implement customer satisfaction promotions until period 6, where we did find value in increased sales and customer perceived value. We used the full budget during almost all of the periods. We also ended with a negative net working capital. Unfortunately, we did not reach the 90% goal for the employee quality awareness quiz. However, we did reach 81%.