In the memorandum from the president of Primo Doll Manufacturing, Inc, the president plans to use the same higher quality material used by Optima Doll Manufacturing in order to exceed profits this year. The president came to this conclusion based on the features of the most popular doll, Elkie, has high ratings in a survey and the quality been complaint by the customers will be improved. However, before this plan can be properly evaluated, three questions must be answered.  
  
First of all, is the quality between Elkie and the doll from Optima Doll really that different? In other words, are parents who purchased Optima's dolls really satisfied with the quality of those dolls? It is possible that Optima's dolls only win a tiny margin of quality in comparison to Elkie -- perhaps not as different as the president thinks. Further, there is a possibility that parents who purchase Optima's dolls have complaints of the dolls quickly wore out with use as well. If the above is true, then the argument of the president does not hold water.  
  
Secondly, are children not in favor of Optima's doll? The president in the memorandum prematurely assumes that is Elkie will outsell Optima's doll if they are at the same quality. However, this might not be the case. Perhaps Optima's dolls also have great features that are not mentioned in the memorandum. It is also possible that Optima's dolls have features that target different children that even if Elkie is at the same or better quality, these target consumers of Optima will not show interest at Elkie.  
  
Finally, will Optima also improve their doll? It is likely that Optima's sales team will focus on improving uts profit as well. Optima may improve their feature to boost popularity of their doll among kids or glean for better material that can sustain a longer time in children's hands. Or they might even have both features and quality of next generation Optima's doll improved.  
  
In conclusion, the argument as it stands now is considerably flawed due to its reliance on several unwarranted assumptions. If the president is able to answer the three questions above and provide more evidence, it would be able possible to fully evaluated the viability of the proposed play to exceed the profits of Optima Doll Manufacturing this year.