**Team 22 Balance Scorecard Simulation Assignment**

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

Value: $90.34

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

Strategy: Luxury market and focus on product innovation and customer engagement

**How did this influence your selection of strategic objectives and funded initiatives? (a few sentences or bullets)**

Response: We chose the initiatives and objectives that increased our reputation in the luxury market and improved the quality of our products. Additionally, we chose some of the learning and growth initiatives that supported efficiency in research and development projects to make sure we were spending wisely. We also improved the communication with our customers such as aligning strategic objectives and receiving quality feedback.

**Considering the first week's classes and this simulation, what is your team's biggest takeaway regarding corporate strategy development and implementation? (short paragraph)**

Response: When choosing our strategies, we focused on selecting the strategies that believed were the best fit for our short term and long-term goals. For our team to be successful, we selected initiatives that seemed to work the best together, not only the strategies that would only provide benefits individually. One of the harder decisions our team had to make was whether to change our strategy after the first 2 rounds because we had negative outcomes in net income, return on equity, share value, and margins. Instead of changing course, we believed in our strategy, and in the end, we achieved results we desired and were able to raise the share price by a considerable amount.