**Recommendation option 4**

**Reasons:**

1. Pros of option 4
2. Second highest revenue and profits
3. Provide a clear sales strategy that focus on the customer comprehensive
4. Likely to be achieved by customers who are seeking to utilize the basic servers for running websites or file sharing would experience

Web Servers With PESA 2222 Without PESA 542 ----------------- 410% improve

**Ontario Zink’s senior management team reaction**

1. At first, they may not respond because of the market share of Atlantic is just 4% but they will pay close attention to this new competitor.
2. When the market share goes up, they will probably reduce the price, but even if they do not earn a point, the price is $1214x4 = $4856, still higher than Atlantic’s price.
3. In the long term, Ontario Zink may develop the basic server in a better performance and sell it in a better price