

## **Director 2**

In your opinion, the company should do the following:

- Buy smaller specialist companies and build them up, e.g. firms making golf bags and balls. There will be less competition in selling these products.
- Reduce the company's endorsements of top sportspeople. Instead, it should pay well-known sportsmen and women to advise the company on new products. This will lead to more product innovation.
- Focus more on developing products with revolutionary designs and higher prices. This will help to improve profit margins.
- Keep the present style of management and introduce a cost-cutting programme, with the aim of reducing costs by 20% in the next year to help profitability.

**Prepare your presentation. You may add any other ideas of your own for improving the company's performance.**