

Director 3

In your opinion, the company should do the following:

- Bring out collections of footwear and clothing by famous international designers, aimed at the top part of the market. The profit margins on such products will be high.
- Go upmarket and aim to build a strong image for making luxury sports goods. Source all materials from Europe rather than from the Asia-Pacific region. This will help to keep both prices and quality high.
- Make more customised shoes, bags and sports accessories aimed at the top end of the market. This will help to attract consumer attention to the brand.
- Restructure the company into a series of business units, each with its own management reporting to the CEO. This will increase competition within the company, leading to greater efficiency.

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