

Director 1

In your opinion, the company should do the following:

- Agree to be taken over by the French retailer Universelle, so that the company will become stronger financially.
- Focus on other sports, such as golf, rugby and ice hockey, where the competition is less fierce.
- Reduce the company's dependence on the football and athletics market.
- Concentrate more on lifestyle and fashion products, e.g. trainers and footwear for informal occasions.
- Introduce a more open style of management, giving responsibility for some decision-making to lower levels of management. This will improve staff morale.

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