## PROBLEM STATEMENT

**Problem #1: ID problem**

Identify and discuss the first problem, including its symptoms.

**Problem #2: ID problem**

Identify and discuss the second problem, including its symptoms.

**Problem #3: ID Problem**

Identify and discuss the third problem, including its symptoms.

# Alternative Solutions (Strategies)

**Alternative Solution #1**

 This solution should address the company’s problem profile, not a specific problem. That is, you should not try to match each problem with an alternative solution but try to generate strategies or alternative solutions that address as much of the problem profile as possible. For example, alternative solution #1 might address problems #1 and #3, while alternative solution #2 might address all the problems.

**Alternative Solution #2**

 This solution should address the company’s problem profile, not a specific problem. That is, you should not try to match each problem with an alternative solution but try to generate strategies or alternative solutions that address as much of the problem profile as possible. For example, alternative solution #1 might address problems #1 and #3, while alternative solution #2 might address all the problems.

**Alternative Solution #3**

 This solution should address the company’s problem profile, not a specific problem. That is, you should not try to match each problem with an alternative solution but try to generate strategies or alternative solutions that address as much of the problem profile as possible. For example, alternative solution #1 might address problems #1 and #3, while alternative solution #2 might address all the problems.

# Recommendation/implementation

 Select one of your alternative solutions as the best course of action for the company to follow at this point in time (or the time referenced in the case), and indicate the impact of the decision on the firm’s functional areas (Management, Marketing, Finance/Acct, Operations, R&D, Information Systems).