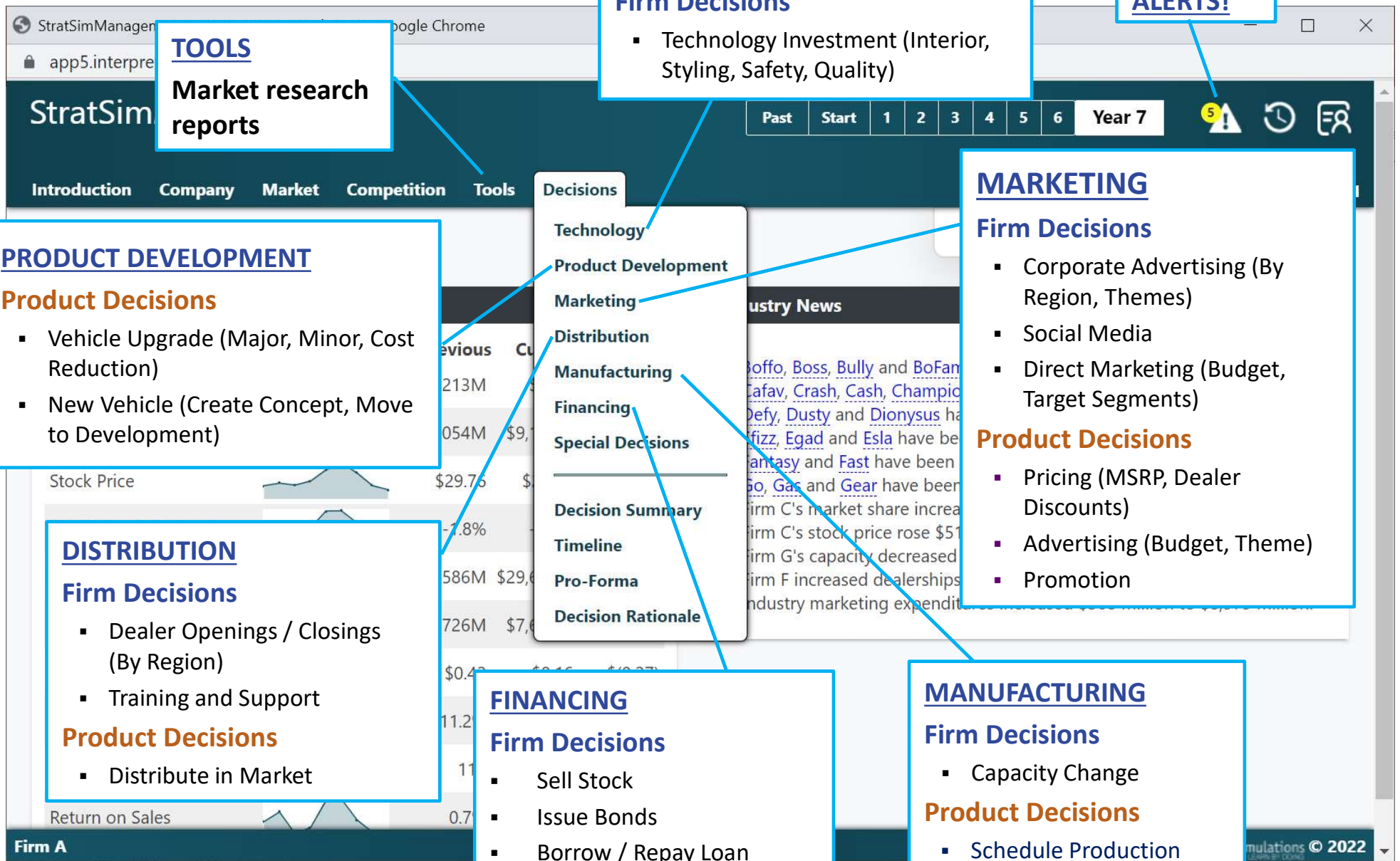


The Business Challenge™

Decision Map



TOOLS
Market research reports

TECHNOLOGY
Firm Decisions

- Technology Investment (Interior, Styling, Safety, Quality)

DECISION ALERTS!

PRODUCT DEVELOPMENT
Product Decisions

- Vehicle Upgrade (Major, Minor, Cost Reduction)
- New Vehicle (Create Concept, Move to Development)

MARKETING
Firm Decisions

- Corporate Advertising (By Region, Themes)
- Social Media
- Direct Marketing (Budget, Target Segments)

Product Decisions

- Pricing (MSRP, Dealer Discounts)
- Advertising (Budget, Theme)
- Promotion

DISTRIBUTION
Firm Decisions

- Dealer Openings / Closings (By Region)
- Training and Support

Product Decisions

- Distribute in Market

- Technology
- Product Development
- Marketing
- Distribution
- Manufacturing
- Financing
- Special Decisions
- Decision Summary
- Timeline
- Pro-Forma
- Decision Rationale

FINANCING
Firm Decisions

- Sell Stock
- Issue Bonds
- Borrow / Repay Loan
- Purchase CD
- Distribute Dividends

MANUFACTURING
Firm Decisions

- Capacity Change

Product Decisions

- Schedule Production
- Distribute in Market