**Prologue**

The Board and management reviewed and accepted your reports, which were presented at the March 18, 2022 and March 25, 2022 meetings. The Board intends to share the organization’s strategies for the next financial year with the shareholders at the Annual General Meeting, which is to be held on April 04, 2022.

**Section 1**

1. The Board has agreed to allocate financial resources to the Office Chairs brand in the Federated States of Micronesia based on the results presented at the last Board meeting, which both you and the CFO had prepared. In order to achieve the profits in your analysis, what directives should management give to the marketing and sales teams?
2. From the analysis presented in your pivot table, the Board and management team have noted that for the period 2019-2021, Office Chairs and Washers accumulated significant losses. Propose and justify three (3) strategies management must implement to eliminate losses and return these products to profitability.
3. At the Board meeting held on March 25, 2021, the members reviewed the sales and profits for each quarter in 2020 and 2021 for Television and noticed a consistent decline. From your forecasted trend-line, suggest and justify three (3) strategies that management must undertake to ensure that sales and profits realize increases in 2022.
4. 2020 and 2021 mean revenue for Country is $268,082,245.70. The Board has made a special request for a list of initiatives to be undertaken in 2022 for each country that fell below the mean revenue in 2020 and 2021. Recommend four (4) actions to be taken that will result in sales rising above the mean revenue in 2022.
5. A significant portion of time was spent trying to understand why the Mean cost of the Wardrobes was so exorbitant. Prepare a report outlining appropriate strategies to reduce the daily cost of production of Wardrobes.
6. Keen attention was given to the regression analysis vis-à-vis quantity and profit. How can the company work proactively with customers to increase sales for each quantity sold in the long term?
7. Growth rate of 10% and Churn rate of 9% does not favor forecasted sales for 2022. As a result, the board has requested buffer and mitigation actions to retain customers for 2022. It is expected that the churn rate will be greater than the growth rate in the next fiscal year. Propose and justify four (4) strategies that management must undertake to ensure optimal customer retention for 2022.