

Odigrano v obliki dialoga (Jack Dexter v svoji pisarni sprejme svetovalca Jima Morrisa –iz podjetja Management Consulting Group, kateri mu je že predhodno po mailu posredoval svoje predloge za reševanje problemov podjetja Suprema Cars):

- knock, knock (Jim Morris potrka na vrata pisarne Jacka Dexterja)

- JACK: Yes, come in!

- JIM: Good morning, Mr. Dexter!

- JACK: Oh, Mr. Morris! Please, call me Jack!

So, Finally we meet in person! Welcome to our company!

- JIM: Thank you, Jack.

- JACK: So, I've read the financial recovery plan you've e-mailed me. It's quite good, I must say!

- JIM: Thank you! I suggest we go from point to point and let me know which of the proposed options you think would be suitable for your company.

- JACK: It's a good idea! But before we do that, let me make it clear that I've already ruled out two of the options.

- JIM: Oh, yeah?

- JACK: Yes. I'm not interested in doing a deal with a German manufacturer. We're a British firm, we're proud of our heritage, and I want to keep it that way.

- JIM: As you say. And what's the other one?

- JACK: I'm also against getting the engines made in Asia. We wouldn't be able to get the same quality of engineering at the prices they have in mind. They're bound to cut corners when producing the engines to keep prices down. Another thing, there's an active terrorist group in the country, causing a lot of trouble. Think of the risk to our engineers if they went out there.

- JIM: Oh, I haven't really thought of that. So, as far as the first option is concerned, I must say that I think your 60% profit margin is too high. In my opinion, you should cut the prices of the cars and accept a lower profit margin.

- JACK: It's quite a nice idea. We'd gain market share probably, and we need to do that. But I think we'd have to look at cutting costs throughout our business, and we might run into resistance from the Unions.

- JIM: Oh, I see. What about the option with putting your brand name on a small car, aimed at green consumers?

- JACK: It's interesting. Worth looking into, perhaps. It'd be a big challenge for our designers, I'm not sure we could do it, and the market's very competitive. Could we compete against Smart cars and the new Mini, I wonder.

- JIM: You're right, Smart and Mini might be a pain in the ass. What about the rest of the options? How do you feel about automating your production? Don't you think that would cut costs, increase your production capacity, and improve the bottom line? Raising prices at the same time by say 20% seems a good idea to me as well. That would provide you with the cash to modernize the factory, which you can't put off for ever.

- JACK: I couldn't agree more!

- JIM: What about the US market? Selling in the US could transform your fortunes in the long term. I'm going to suggest we carry out a study of the market for you, and you can take it from there.

- JACK: Good idea! If we could raise the finance to make a serious attempt to break into the US market, I'm for it.

- JIM: Great! And what about the last option? How do you feel about increasing the production from 300 to 4,000 a year?

- JACK: How exactly do you think we could do that?

- JIM: Well, automated production is one solution and the other one might be to outsource. I advise you to subcontract some of the manufacture of the components to a low cost foreign manufacturer.
 - JACK: It's a great idea. That way we would save time and money.
 - JIM: True.
 - JACK: Jim, thank you so much for coming and discussing the options with me. I will rethink my decisions and organize a press conference afterwards.
 - JIM: All right, Jack. And don't forget to let me know how you decide about expansion on the US market. If you need a study of the market, we can carry it out for you. Just give us a call.
 - JACK: Great, Jim! I will let you know how we decide. Thanks for coming!
 - JIM: Thank you for your time, Jack! We'll keep in touch! Goodbye.
 - JACK: Goodbye! Have a nice one!
 - JIM: You too! Goodbye!
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The Suprema Cars Company organized a press conference to tell the public what changes were they going to make:

Good morning everyone! Thank you all for coming to this press conference!

My name is Jill Gallagher and I am responsible for PR at Suprema Cars. Let me tell you a little bit about our company. Suprema Cars is a manufacturer of a classic English sports car. Our company's slogan is: "Our cars are for people who want something different". Therefore our cars are mostly handmade and very attractive.

We've been around for over 50 years. We had started the business in a garage with 4 mechanics in the suburb of London. They were building and repairing cars with components from the garbage. In the mid sixties, we started to build mostly sports cars for known costumers. Our cars were attractive and of a good quality. So we started to receive more and more orders.

Nowadays, the production is located in northern England. We produce approximately 500 cars a year. In 50-years-time we have become a well-known English company with 300 employees and a lot of loyal costumers. They love our cars because of their classic design and excellent performance. They are therefore willing to pay the existing prices for the cars. But nevertheless our company's facing some problems. Anita, please explain us the situation, which our company's in!

Certainly Jill! Thank you for the floor (hvala za besedo)!

Good morning everyone! My name is Anita Taylor and I'm a Finance Director at Suprema Cars. I'll try to give you a clear picture of the situation, which our company's in!

The first problem arose about five years ago, when we began to lose sales and market share. The situation even worsened in the last two years, so we've made a loss.

The second problem our company's facing has to do with our labor force. Recently, the factory workers have demanded higher wages and better working conditions. They were

unhappy because the management is insisting that they increase production, but the workers think this will have a bad effect on the quality of the cars.

The third problem has to do with the quality of our products. In the last few months, there has been an increase in the number of Suprema cars that have broken down.

We've contacted Mr. Jim Morris from Management Consulting Group recently and he formed a financial recovery plan. Suprema Cars' CEO - Mr. Dexter and I have discussed the proposed options. Mr. Dexter, please (pokažeš z roko, da ima besedo)!

Yes, thank you Anita! Good morning everyone!

We've carefully analyzed the proposed options and came to conclusion that the financial recovery plan will be most efficient if it includes three strategies:

Firstly, we will install automated machinery and modernize the factory. The time we live in, is the time of globalization and IT. Our company has always been renowned for handmade cars. This formula has worked until now. But what we need now is a new strategy. We have to use the advantages of the IT and seize the chances the modern world's offering to us.

Secondly, we will increase our production substantially to approximately 4,000 cars a year. We will also subcontract some of the manufacture of the components to a low cost foreign manufacturer.

Thirdly, we will try to get additional finance from an outside source. After we get the required finance, we'll have a major launch of the cars in the United States. We've carried out a study of the US market and found out that the demand for handmade classic English sports car exists among American people.

So, to sum it up – we'll use the three strategies to recover: modernization, outsourcing which will lead to a production increase and expansion on the US market.

That would be all from us! Thank you for your attention! Are there any questions?