# Chill Pix Business Strategy

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## The Global Strategic Vision and Mission

- Vision:
  - Grow and adapt into the future of the digital camera industry
- Mission:
  - Provide the highest quality cameras to our consumers while remaining a leader in customer satisfaction; always putting the consumer ahead of everything else

## Chill Pix
## Goals and Objectives

- Increase megapixels on both the entry-level and multi-featured lines of cameras
- Upgrade higher resolution, improved optical zoom, faster response time
- Increase image rating of both lines of digital cameras to 85 by year 10
- Decrease labor costs
- Keep credit rating high
- Improve ROE, EPS, and stock price for year 9

## North America Goals

- Increase revenues by 15% for year 9
- Formulate better selling prices to provide market segment
- Seek out and finalize deals with new prospective retailers
- Increase market share by 15% for year 9
- Improve warranty periods
- Increase operating profit to 26.00 for entry level cameras

## Europe-Africa Goals

- Increase revenue by 15% for year 9
- Formulate better selling prices to provide market segment
- Seek out and finalize deals with new prospective retailers
- Increase market share by 15% for next year
- Improve warranty period
- Increase operating profit to 26.00 for entry level cameras

## Latin-America Goals

- Improve revenues by 30% for year 9
- Improve warranty periods
- Increase market share to at least 29% by year 9 for both lines of digital cameras
- Increase operating profit to 26.00 for entry level cameras

## Asia-Pacific Goals

- Control high market share for entry level cameras
- Increase market share of multi-featured cameras
- Focus on supply to Asia market, which is the most prosperous market for the next four to five years
- Improve warranty periods

## North America Marketing Strategy

- Advertising periods per quarter to increase
- Create more demand appropriate prices
- Create new contracts with retailers specifically online and chain stores

## Europe-
## Africa Marketing Strategy

- Advertising periods per quarter to increase
- Create more market demand appropriate prices
- Meet market demand of missed prior opportunities

## Latin-
## America Marketing Strategy

- Produce more units to meet untouched market potential
- Advertising periods to increase per quarter
- Increase prices when market demand increases by 20% from previous year and not at the beginning of every fiscal year

# Asia-
# Pacific Marketing Strategy

- More focus on controlling market in entry level cameras
- Focus on increasing revenues for multi-featured market

# Corporate Financial and Operating Strategy

- Improve overall revenue stream for entry level cameras in all markets
- Net profit for entry level cameras increase by 10% for year 9
- Need to set calculated price to cover operating costs
- Denote same statistical strategy of controlling finances
- Increase ending cash balance for year end