**Introduction about Me and My Company**

I am **Fatima Bazzi** and I am responsible for running company Erie. In this Capstone 2.0 Simulation, I am the CEO of the Company Erie and I am the only member of the team, so I am the only in charge of all aspects of my company. This paper is actually providing the most effective and valuable information related to the strategic planning for the Erie company for round 2.

**Overview of My Company Erie and performance in round 1**

The Strategy that I am taking for this Capstone 2.0 from round 1 is **Broad Differentiator**. I want to compete in all segments of the market where I can offer my products. I am offering my product Eat to traditional segment, Ebb to Low End Segment, Echo to High End Segment, Edge to Performance Segment, and Egg to Size Segment. My reasoning to have a broad differentiation strategy is very simple, that I think it is easy to gain more market share and more sales with more products than having few products in few segments. In round 1, my company made a loss of ($666) at the end.

**My Strategy in Round 2 of Capstone 2.0 and reason for my profit**

In round 1, I added a new product **El** and in round 2, I also followed the same strategy for this round as well and added a new product named as **East**. In round 2, I make a profit of **$2431**. In this round, I tried to follow closely the buying criteria for my customers, as I know earlier, which each round pass, customers want higher performance from each product and lesser in the size. So, I carefully followed that.

My goal in this round was to keep customers buying my products at the highest rate in the field while working to lower my production and labor costs. I want to invest greatly into the automation and workers to keep the public satisfied at the lowest costs. By lowering my production and labor costs I was be able to pass savings onto the consumer. I was hoping by having the best products available with the lowest cost it will drive the consumers into trusting my company and being loyal consumers. If the demand for my products are high the stock price should raise, the demand should rise, and my profits should rise as well.

I also take care to make wise decisions with marketing, by investing in good pricing, promotion, sales, and keeping a close eye on sales forecasts. I want to keep up with production without too much over stocking, and have my human resource department keep the company running smooth. To make my company Erie popular with the clients, I will need to keep my products performing better at a lower cost than my competitors. With the public’s support I hope the stocks in my company rise to the top of the field.