Use your experience from the game and any other reseach into small business operations to answer the question below the following News headline.

The High Tech Chronicle

Tuesday, 2 March 2004

New Company on the Rise

Information Technology analysts have reported that a new computer manufacturing company has been making inroads into the desktop computer market.

It is early days but the signs are good. An inside report says the staff are working hard to rival the top companies.

[What would be your strategy for the new company?]