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Critical Thinking Assignment

My first step in starting a company and selling my own product involves research and developing ideas on what I could potentially develop. A mix of passion in the product and also profiting can be a great mixture in having the right idea for a product. Monitoring the market on what products are experiencing hot sales right now would be ideal because that means my new product will likely sell quickly. As a result, my product of choice will be my own laptops called QuikTech Auroras.

Quiktech Auroras will involve developmental planning, which is why I need to assemble employees who will work me that will create these laptops with modern technology that competes with other laptops on the market. Our business planning will look at what we can optimize to make the laptops appealing to customers, make their experience using it efficient, and how we can develop the future on how Quiktech Auroras will shape the next generation of laptops.

There is always a financial aspect, which is why I will approach bankers with my business plan in order to obtain a loan. This loan can be used towards implementing the right tools

necessary to kickstart the business. Funding can be put towards advertising the product that will become available in the near future that will then draw interest.

After all the investments necessary to begin operations, the production of the laptop can begin. Laptops will begin as prototypes that will be tested for weak points and potential improvements necessary. Specific scenarios can be enacted in order to provide a realistic simulation on what a customer might experience if they used the laptop. Improvements can then be made based on these results before the laptop can be launched for sales.

Once the laptop is ready, finding the necessary selling platforms and services can maximize the profits. Amazon and eBay would be ideal online selling platforms, especially since online shopping is becoming a more mainstream choice. Brick-and-mortar stores like Walmart or Target would be another excellent choice since some customers prefer to physically look at the laptop before they purchase. Finding the right shipping company to deliver these laptops will be important as well. A shipping company that has miniscule shipping incidents such as damage or slow transportation can boost reputation for both my company and the product.

Lastly, listening to customer feedback above all is the far most important aspect of operating as a business. Customers who file complaints on what is wrong with the laptop such as performance, bugs, or simply physical damage can be noted to the company to improve so customers will be more satisfied. Constant software updates to these laptops are important as well to keep them well optimized and secure against malicious forces. Caring for the customers is important for both the future of QuikTech Auroras and my company.