

What it takes to run a successful company.

By Andrew Rivera

To run a successful company you must have a desired product that the consumer wants but also sell that product at a competitive price. If you have a product that is highly desired such as a nintendo entertainment system^(tm) you will make a lot of money on hardware sales but also on software sales on titles such as Super mario bros. However this will not last forever as the market will change and you will have to change with it. For example soon the specs on your nintendo entertainment system will be outdated and sega will take advantage of this by selling the 16-bit sega genesis that has better graphics and Blast processing that allows you to play games with such speed as Sonic the hedgehog. Well now since the market has changed you as a company must create a new product for this market.

After sales of your outdated product start to go down in favor of your competitors new product you must make it your top concern to create a better product than your competitor. So to compete with the genesis you make the NES super and go 16-bit and release some of the greatest games of all time on that console so you can beat the competitor. Also avoid add ons to your product such as the sega cd and the sega 32x. These add ons are unnecessarily increasing the

life span of a product that is no longer desired and is a waste of research and development money. After you have annihilated the competitor the market is free for you to create a product that uses the new medium so you can further develop your company empire.

To move to a new medium may be intimidating after using the same thing for a while so you may want to work with another company to develop a new product. so if you work with Sony to create the Ultra 64 do not make them mad and take all of the advancements you have made and allow them to create the CD based Playstation and you are left with the cartridge based N64. creating a new competitor in your ~~field~~^{field} is not something you should do to run a successful business but as long as you continue to create some of the best games of all time you should be okay.

In conclusion it is important to make a company successful by looking and learning from the mistakes and successful decisions made by other companies. first you should create a desirable product for the market and then when competitors come you should release an even better product and run them out of business but make sure not to create a new competitor by taking out the old one.