

## **Presentation Event Required Concept**

*Operating at Formula SAE Series competitions (MI, CA, and Canada) hosted by SAE International*

### 2020 Sales Presentation Concept

As the record year begins to come to an end from the opening of the karting market segment of your company {insert company name}; the board of directors are looking to the future. In doing so, market predictions have been extensively reviewed from multiple angles.

After reviewing several aspects of the market and surrounding markets, the board has decided to take action to improve the company position in case of a downturn. By major vote, a decision was made for the first step in this direction will be to reduce R&D costs by at least 90%. As the leading company management, you are to prepare and present an action plan that will position the company to protect for a potential market downturn, how the R&D department will be handled, and the future plans for the company.

Tips –

- Time limit for the presentation remains 10 minutes to present.
- Nothing needs to be submitted in advance; judges will be provided Cost Summaries of vehicles based on April deadline. There will be understanding of variances due to Cost Addendums onsite at competition.