Team Activity

ACME Equipment High-End Mowers

**Situation**

Your team has been asked to develop a sales strategy for high-end commercial-grade lawn mowers manufactured by your company ACME Equipment. These high-end, commercial-grade mowers cost $600 which is roughly triple the cost of regular/low-end mowers. The high-end, commercial-grade mowers boast the following features:

- Larger motors build with premium grade steel
- Improved engine design that reduce CO2 emissions by 1/3 over regular lawn mowers
- Premium dual rotating blades for finer mulch and greater water savings
- Steel wheels with ball bearings in all wheels
- Large self-propelled rear wheels
- A “Stop Feature” that stops the blade while allowing the motor to continue running, allowing user to change the bag without shutting the engine off. This feature, in addition to providing increase safety for the operator also increases the engine life as the engine does not face oil-starved start-ups as often compared to regular mowers.

Because the mowers are built with better materials their life expectancy is 20 years (with regular maintenance and repairs) while lower-end mowers have realistic life expectancies of less than five years. Premium steel blades on the mower also mean that they do not have to be sharpened as often and will last longer than lower-grade mowers.

Using data provided (see USB for Microsoft Word and Excel files and hardcopy handout) your team needs to prepare a presentation to the board of directors for ACME Equipment.

**Sales Strategy Considerations**

As the sales team, develop a sales strategy that takes into consideration the following points:

- Objectives/goals
- Market analysis through research
- Production potential
- Processing
- Advertising
- Sales
- Distribution
- Customer Relations
- Accounting and cost analysis