

- Narrator:* This additional video further explores the topics addressed in this episode. Watch the video and then consider the discussion questions that follow.
- Elizabeth:* All right. There's one more thing I want to discuss and it involves getting into a new market, namely online gaming.
- Andrew:* Okay. So online gaming is the ticket to the Xers and Yers. I mean this is cutting edge, folks. It's going to keep us in the forefront of interactivity. Let's say Warren was from Ecuador.
- Warren:* I'm from Poughkeepsie.
- Andrew:* Let's just say, as in using your imagination, you could play a game in real-time with Maria in Sweden.
- Maria:* Sweden? *[Speaks in Spanish to Warren]*
- Andrew:* Stick with me here, folks. It's just the two countries are a million miles apart. I mean this is exciting. This is going to keep us ahead of the competition.
- Warren:* What about sports games? I mean football is one of the best sellers out there; maybe it's the one thing Can Go's missing right now.
- Ethel:* Do we have to hire a partner to develop all this?
- Maria:* What about personnel for production, for operations?
- Andrew:* I figured we'd train our staff to do it.
- Ethel:* I don't know, this smells like a lot of money to develop. Why don't we consider outsourcing the whole thing?
- Andrew:* I know this is a hard concept, but we're talking about fun. You know fun? Remember when you were young?
- Elizabeth:* All right. Okay. This has been really helpful. Andrew's going to develop a preliminary marketing plan and we'll meet back here and discuss it further. Okay? Good. Good.
- Maria:* Okay.
- Warren:* Okay.
- [Change Scenery]*

*Ethel:* Hey, Clark.

*Clark:* Hmm?

*Ethel:* How do you see the future of this company?

*Clark:* What do you mean?

*Ethel:* Well for instance, that online gaming meeting we had, we never even talked about whether or not we should. You know me; I'm not a gambler. I think it's a risky venture. I mean it's not as if we've got a lot of extra capital lying around; we're still in the red.

*Clark:* I agree with you. We never talked about how this could add real value to our operation or inflate the price of stock if we go public or even how it contributes to our overall strategy.

*Ethel:* Yeah. I'm a little scared the whole decision process is getting a little ragtag.

*Clark:* I'll say. I would like to see some firm financial projections before we move ahead.

*Ethel:* Yeah, me too. But in the meantime it looks like we're going to have to settle for a preliminary marketing plan.

*Clark:* That's right.

*Ethel:* Guess who's going to that new 3-D movie this weekend?

*Clark:* Oh. Taking the kids?

*Ethel:* Now why would I do that?

*Narrator:* Now take a look at the discussion questions. These questions will ask you to apply what you've learned in this episode to this case video.

*[End of Audio]*