


Details: Part 3

Lanen Corporation is a major imaging solutions provider. The company has three main divisions: one that manufactures digital cameras, another that provides industrial color management systems, and one that manufactures traditional photographic products such as optical cameras and films. The digital side of the business has been growing at a healthy pace in recent years. The company is in the process of developing an ultra-slim digital camera, code-named Snip, which can provide outputs that mirror high-resolution print quality, but this requires additional investments.

Lanen Corporation QUESTION	
Question	At which stage of the product life cycle is the traditional photographic products division at? What product and pricing strategies would you recommend for use for this product line to Lanen's management team?

 **Due: Week 10** in the tutorial and online (Turnitin).

Submission requirements are outlined on **page 8** of this learning guide.

Marking criteria and standards: Part 3

CRITERIA	UNACCEPTABLE	UNSATISFACTORY	AVERAGE	WELL DONE
PLC stage and strategies	No PLC stage and strategies have been identified.	There is limited attempt to identify relevant PLC stage and strategies. No rationale has been provided.	While some attempt has been made to identify relevant PLC stage, strategies and rationale, the discussion remains patchy. Needs to be better developed with more attention paid to the strategies.	A comprehensive discussion of the relevant PLC stage, strategies and rationale has been undertaken.
	0	1-2	3-5	6-8.5
References	No effort visible in referencing. Poor presentation.	Minimal effort in referencing and use of academic references. Some presentation mistakes.	Some form of referencing undertaken, however the style and formatting needs to be improved. Limited number of presentation mistakes.	A visible effort has been made to use the Harvard referencing style and relevant academic references have been used.
	0	0.5	1	1.5