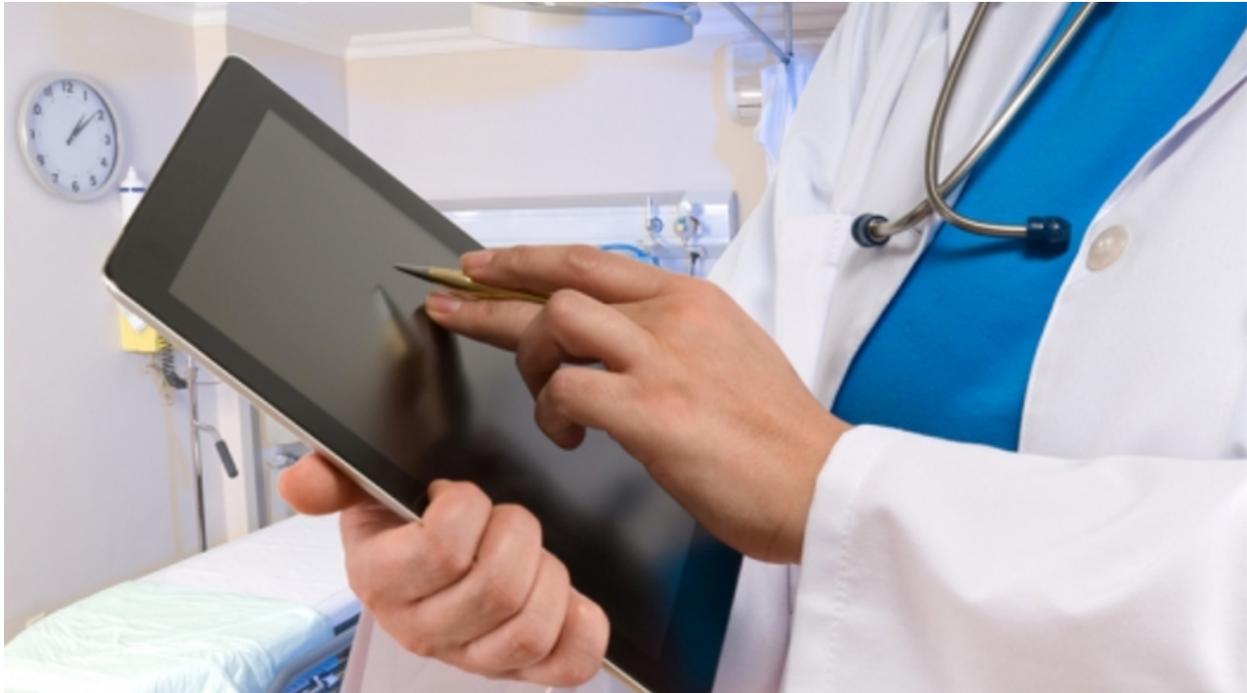


Welcome to HISCO Corporation

Welcome! My name is Stan Sloane, Chairman of the Hisco Corporation.

We're delighted you took the opportunity to join our team. I can promise you, a lot of hard work will be necessary to turn this company into a profitable business and position ourselves for the long term.



Our product is a Medical Reader that was designed to improve data analytics/management for the hospital market. The end user is typically a nurse or physician's assistant. Our initial market analysis revealed that approximately 40% of a nurse's time was consumed in non-patient activities.

Our goal is to improve their productivity on the job, and allow for direct interaction time with patients and all of the enhanced positive emotional elements associated with the increased time spent.

There are three companies in our embryonic industry: our business Hisco, as well as Redex and Matek. Redex and Matek have proven to be very powerful competitors that promise not to stand still. Our product is in the infancy phase of the life cycle, and we believe that exponential growth is possible. We must invest in our future now and continuously. Let's not procrastinate; our competitive advantage may only be a few quarters or less.

** Please watch this message from Stanley Sloane*

While you will only be running the business for the next year, or short-term, you will need to constantly balance the decisions made in the short-term with creating value in the long-term. These decisions will be cross-functional and will have to be made under time pressure, incomplete information, and scarce resources.

I have long believed that one of the best ways to learn is to get experience on the job and was told by HR that you were completely up to the challenge. The Board and I wish you well. Have fun while learning. We look forward to your quarterly submissions regarding your performance and key learnings. Thanks for joining our team, and here's to a successful long-term relationship.

Using above scenario:

Prior to beginning work on this discussion, complete the Week 1 Pre-Test, watch the Simulation Overview Video Part 1, and the video from your Chairman Stan Sloan after you have logged into the simulation. In 150 words or more, what information or detail is important to add to a SWOT analysis in general? How can a complete SWOT help a company succeed? These thoughts should be qualitative and generic - not discussing/providing specific applications of how you may have gleaned competitive advantage (e.g., listing the SWOT components applicable to Hisco).