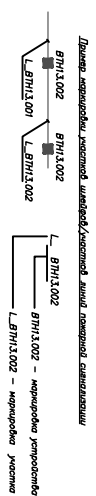
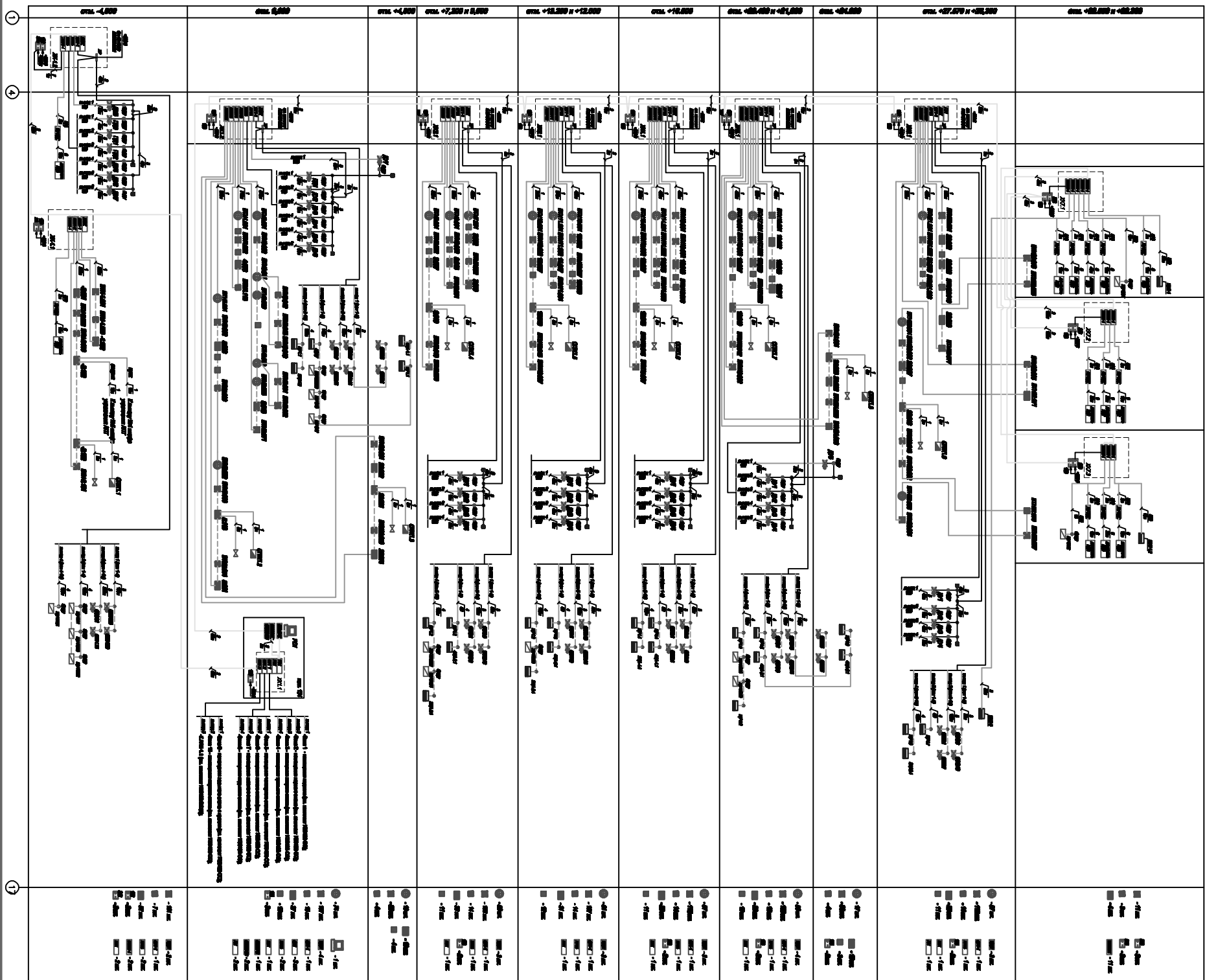


1. **What is the purpose of this document?**

1. **Identify the problem:** The problem is that the company's sales are declining, and the management is not sure why.
2. **Define the problem:** The problem is that the company's sales are declining, and the management is not sure why.
3. **Identify the causes:** The causes of the problem are:
- The company's products are outdated.
 - The company's prices are too high.
 - The company's marketing is not effective.
 - The company's customer service is poor.
4. **Identify the solutions:** The solutions to the problem are:
- Update the company's products.
 - Lower the company's prices.
 - Improve the company's marketing.
 - Improve the company's customer service.
5. **Implement the solutions:** The solutions should be implemented immediately.
6. **Evaluate the results:** The results of the solutions should be evaluated regularly.

[illegible][illegible]