

Research Affiliates



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Why is this important?

Janet Louise Woodrome Walther



Affiliated Centers

Currently:

- 20 Centers
- Revenue after salaries, etc. =  \$800,000.00 
-  6 staff, Endocrinologist, Senior Director and 4 staff

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Problem

Judy is expected to grow



os: Make more money
d expand faster

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ons: Hospitals may not
y product and current
enters may not renew
ntracts

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Options

1. Raise prices



2. Expand centers and cut costs



3. Add additional revenue stream



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Pris: T
reduces
Centers

Cons: I
reserve

Option 1. Raise Prices

Pros: Make more money
and expand faster

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Cons: Hospitals may not
buy product and current
Centers may not renew
contracts

*Option 2. Expand
Centers and Cut Costs*

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Pros: Travel costs are dramatically reduced and more money comes in from Centers -- Build the brand



Cons: May not have enough money in reserves to expand quickly