

Group 1 – Arguments in favor of moving forward with the plans: 1. It is recommended to conduct a thorough investigation, address any safety issues, and ensure the reliability of the retread tires before proceeding with the worldwide launch. Profitability: The new retreading process has the potential to generate significant profits for the company. By continuing with the plans, we can gather more data and conduct further testing to ensure the safety and reliability of our tires. By selling retread tires at a lower cost, we can tap into a larger market segment and increase our market share. Testing and Product Quality: The initial product testing has gone well, indicating that the retread tires are of good quality. Promotion and Career Prospects: The success of this project is crucial for the promotion prospects of the managers involved. Safety Concerns: The bus accident in Malaysia raises serious safety concerns about the retread tires. Continuing with the plans without thoroughly investigating the cause of the accident and addressing any potential issues may lead to further accidents and damage the reputation of the company. Ignoring the accident and categorizing it as an isolated incident may be seen as negligence and lack of concern for customer safety. This will not only benefit the company financially .but also create more job opportunities and drive economic growth. 2.3.2.3