

You are going to become cleaning chemical manufacturers for five class days. You are the CEOs of Dr. Klenital, a cleaning product manufacturing company. Your job is to decide whether it is worth it to launch an environmentally friendly version of your usual chemical brand, as well as try to determine how much to produce before your competitor Nice 'n Clean announces their new product. Over the next several days we will use decision trees, Shackelberg Leader Theory and Nash Equilibria to maximum profit for Dr. Klenital, LLC. You will also design the packaging for the clean product as well. As a conclusion to the project, you will make a presentation to the Board of Director's (the class) in which you will include plan for production quotas, your profit analysis, and an extension item.