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Industry 19

DECISION HISTORY — All Years

Company I

AC Camera Design	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Image Sensor Size	11mm									
LCD Display Screen	920k									
Image Quality (maximum resolution)	2704×2028									
Number of Photo Modes (video / still)	8 / 3									
Product — Camera Housing	8									
Enhancements (\$ spent per camera)	8									
Editing / Sharing Included Access.	10									
Extra Performance Features	3									
Number of AC Camera Models	3									
Product R&D Expenditures (\$000s)	20000									

UAV Drone Design	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Built-In Camera (company's best model +)	Min Upgrd									
GPS / WiFi / Bluetooth	Enhanced									
Battery Pack (max. flight time in minutes)	12									
Number of Rotors	6									
Rotor Performance	Enhanced									
Body Frame Construction	Ft-glass									
Obstacle Sensors	Ft/Rr									
Camera Stabilization Device	Enhanced									
Extra Performance Features	5									
Number of UAV Drone Models	2									
Product R&D Expenditures (\$000s)	15000									

AC Camera Marketing	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
NORTH AMERICA										
Wholesale Price (\$/unit)	225									
Retailer Support (\$000s)	1710									
Advertising Budget (\$000s)	2500									
Website Displays/Info (\$000s)	1500									
Sales Promotions (weeks/discount)	1wk/10 %									
Warranty Period	60 days									
Anticipated — Wholesale Price	225									
Ind. Avg. P/Q/Rating	4.0									
Efforts Number of Models	3.0									
Retailer Support (\$/unit)	6.00									
Advertising Budget	2,500									
Website Displays	1,500									
Sales Promotions	1 wks/ 10.0 %									
Warranty Period	60 days									
EUROPE-AFRICA										
Wholesale Price (\$/unit)	225									
Retailer Support (\$000s)	1440									
Advertising Budget (\$000s)	1400									
Website Displays/Info (\$000s)	1200									
Sales Promotions (weeks/discount)	1wk/10 %									
Warranty Period	60 days									
Anticipated — Wholesale Price	225									
Ind. Avg. P/Q/Rating	4.0									
Efforts Number of Models	3.0									
Retailer Support (\$/unit)	6.00									
Advertising Budget	1,400									
Website Displays	1,200									
Sales Promotions	1 wks/ 10.0 %									
Warranty Period	60 days									

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DECISION HISTORY — All Years

Company I

AC Camera Marketing (concluded)	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
ASIA-PACIFIC										
Wholesale Price (\$/unit)	225									
Retailer Support (\$000s)	1110									
Advertising Budget (\$000s)	1000									
Website Displays/Info (\$000s)	900									
Sales Promotions (weeks/discount)	1wk/10 %									
Warranty Period	60 days									
<hr/>										
Anticipated — Wholesale Price	225									
Ind. Avg. P/Q Rating	4.0									
Efforts Number of Models	3.0									
Retailer Support (\$/unit)	6.00									
Advertising Budget	1,000									
Website Displays	900									
Sales Promotions	1 wks/ 10.0 %									
Warranty Period	60 days									
<hr/>										
LATIN AMERICA										
Wholesale Price (\$/unit)	225									
Retailer Support (\$000s)	780									
Advertising Budget (\$000s)	750									
Website Displays/Info (\$000s)	600									
Sales Promotions (weeks/discount)	1wk/10 %									
Warranty Period	60 days									
<hr/>										
Anticipated — Wholesale Price	225									
Ind. Avg. P/Q Rating	4.0									
Efforts Number of Models	3.0									
Retailer Support (\$/unit)	6.00									
Advertising Budget	750									
Website Displays	600									
Sales Promotions	1 wks/ 10.0 %									
Warranty Period	60 days									

UAV Drone Marketing	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
NORTH AMERICA										
Retail Price (\$/unit to online customers)	1,100									
Discount to 3rd-Party Retailers	15%									
Website Displays/Info (\$000s)	1,500									
Search Engine Advertising (\$000s)	1,500									
Retailer Recruitment (\$000s)	1,144									
Warranty Period	60 days									
<hr/>										
Anticipated — Retail Price	1,100									
Ind. Avg. Retailer Discount	15.0 %									
Efforts P/Q Rating	4.0★									
Number of Models	2.0									
Website Displays	1,500									
Search Engine Advert.	1,500									
Recruitment/Support (\$/unit)	80.00									
Warranty Period	60 days									
<hr/>										
EUROPE-AFRICA										
Retail Price (\$/unit to online customers)	1,100									
Discount to 3rd-Party Retailers	15% %									
Website Displays/Info (\$000s)	1,200									
Search Engine Advertising (\$000s)	1,200									
Retailer Recruitment (\$000s)	944									
Warranty Period	60 days									
<hr/>										
Anticipated — Retail Price	1,100									
Ind. Avg. Retailer Discount	15.0 %									
Efforts P/Q Rating	4.0★									
Number of Models	2.0									
Website Displays	1,200									
Search Engine Advert.	1,200									
Recruitment/Support (\$/unit)	80.00									
Warranty Period	60 days									

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DECISION HISTORY — All Years

Company I

UAV Drone Marketing (concluded)	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
ASIA-PACIFIC										
Retail Price (\$/unit to online customers)	1,050									
Discount to 3rd-Party Retailers	15% %									
Website Displays/Info (\$000s)	900									
Search Engine Advertising (\$000s)	600									
Retailer Recruitment (\$000s)	616									
Warranty Period	60 days									
Anticipated — Retail Price	1,050									
Ind. Avg. Retailer Discount	15.0 %									
Efforts P/Q Rating	4.0★									
Number of Models	2.0									
Website Displays	900									
Search Engine Advert.	600									
Recruitment/Support (\$/unit)	80.00									
Warranty Period	60 days									
LATIN AMERICA										
Retail Price (\$/unit to online customers)	1,050									
Discount to 3rd-Party Retailers	15% %									
Website Displays/Info (\$000s)	600									
Search Engine Advertising (\$000s)	300									
Retailer Recruitment (\$000s)	376									
Warranty Period	60 days									
Anticipated — Retail Price	1,050									
Ind. Avg. Retailer Discount	15.0 %									
Efforts P/Q Rating	4.0★									
Number of Models	2.0									
Website Displays	600									
Search Engine Advert.	300									
Recruitment/Support (\$/unit)	80.00									
Warranty Period	60 days									

AC Camera Workforce Comp.	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Base Wage (per PAT member)	+1 %									
Assembly Quality Incentive (\$ per unit)	2.40									
Attendance Bonus (\$ per unit)	800									
Fringe Benefit Package (\$ per year)	2000									
Training & Productivity Imp. (\$ per PAT)	1000									

UAV Drone Workforce Comp.	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Base Wage (per PAT member)	+1 %									
Assembly Quality Incentive (\$ per unit)	4.80									
Attendance Bonus (\$ per unit)	800									
Fringe Benefit Package (\$ per year)	2000									
Training & Productivity Imp. (\$ per PAT)	1000									

AC Camera Assembly Facility	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Facility Expansion (new spaces added)	0									
Newly Installed Workstations	0									
Robotics Upgrade (for all workstations)	No Upg									

UAV Drone Assembly Facility	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Facility Expansion (new spaces added)	0									
Newly Installed Workstations	0									
Robotics Upgrade (for all workstations)	No Upg									

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Company I

Special AC Camera Contracts	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
NORTH AMERICA										
Discount Offer (% off of standard price)	0 %									
Include Projected Outcomes in Y6	No									
EUROPE-AFRICA										
Discount Offer (% off of standard price)	0 %									
Include Projected Outcomes in Y6	No									
ASIA-PACIFIC										
Discount Offer (% off of standard price)	0 %									
Include Projected Outcomes in Y6	No									
LATIN AMERICA										
Discount Offer (% off of standard price)	0 %									
Include Projected Outcomes in Y6	No									

Corporate Social Responsibility	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
Charitable Contributions — Dollars (000s)	0									
% of Profit	0.0 %									
Green Initiatives (environmental sustainability)	No									
Renewable Energy Program (\$000s)	0									
Improved Working — Cafeteria/Child Care Conditions	No									
Safety Equipment	No									
Supplier Code of Conduct / Monitoring	No									

Finance and Cash Flow	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
SOURCES OF ADDITIONAL CASH										
1-Year Bank Loan (\$000s)	0									
5-Year Bank Loan (\$000s)	0									
10-Year Bank Loan (\$000s)	0									
Stock Issue (000s of shares)	0									
USES FOR EXCESS CASH										
Early Repayment of ——— Loan #	0									
Bank Loans Loan #	0									
Dividend (\$ per share)	0.00									
Stock Repurchases (000s of shares)	0									

Projected vs. Actual Performance	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
PERFORMANCE PROJECTIONS										
Net Revenues (\$000s)	334,128									
Net Profit (\$000s)	15,000									
Earnings Per share (EPS)	0.75									
Return On Equity (ROE)	14.0 %									
Credit Rating	B									
Image Rating	70									
ACTUAL PERFORMANCE										
Net Revenues (\$000s)										
Net Profit (\$000s)										
Earnings Per share (EPS)										
Return On Equity (ROE)										
Credit Rating										
Image Rating										
AVERAGE VARIANCE										



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