



STUDYDADDY

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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)		2704x2028									
Number of Photo Modes (video / still)		8 / 3									
Product Enhancements (\$ spent per camera)	Camera Housing	8									
	Editing / Sharing	8									
	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		Fr-glass									
Obstacle Sensors		Fr/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. Efforts	P/Q/Rating	4.0									
	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. Efforts	P/Q/Rating	4.0									
	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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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									
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									
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									
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									
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									
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									
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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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. Efforts	Retailer Discount	15.0 %								
	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. Efforts	Retailer Discount	15.0 %								
	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)										
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 #										
Bank Loans	0									
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)										
Net Profit (\$000s)	334,128									
Earnings Per share (EPS)	15,000									
Return On Equity (ROE)	0.75									
Credit Rating	14.0 %									
Image Rating	B									
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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