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|  | **iMBAX-628 Unit 5 Case Study: Budgeting**  A new company, Apex, was started on December 1, 2013. Below are their sales forecast and other financial information. Based on this information, provide an financial analysis that includes the following:   1. Prepare an income statement budget. 2. Prepare a cash flow budget 3. Does the company have enough capitalization? 4. Which month does the company achieve positive cash flow?   **Sales Forecast:**  January 2014 $100,000  February $150,000  March $200,000  April $200,000  May $300,000  June $300,000  July $300,000  …Each month thereafter  Salaries: $30,000/month  Facilities: $10,000/month  Admin: $10,000/month  Cost of Goods Sold: 60% of sales  COGS cash disbursement 1 month prior to sale  No cash sales.  Receivables are collected as follows:  70% collected the following month of sales  20% two months after the sale  10% three months after the sale  Company has $250,000 in cash currently and a line of credit for $200,000  **Rubric for Case Study Assignments**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Criterion | Proficient to Exemplary (90–100) | Proficient to Development Needed (80–89) | Development Needed to Deficient (70–79) | Deficient (Below 60 - 69) | Score | | Completeness | Complete in all respects; reflects all requirements | Complete in most respects; reflects most requirements | Incomplete in many respects; reflects few requirements | Incomplete in most respects; does not reflect requirements |  | | Understanding | Demonstrates a sophisticated understanding of the topic(s) and issue(s) | Demonstrates an accomplished understanding of the topic(s) and issue(s) | Demonstrates an acceptable understanding of the topic(s) and issue(s) | Demonstrates an inadequate understanding of the topic(s) and issue(s) |  | | Analysis, evaluation, and recommendations | Presents an insightful and thorough analysis of all issues identified; includes all necessary financial calculations | Presents a thorough analysis of most issues identified; includes most necessary financial calculations | Presents a superficial analysis of some of the issues identified; omits necessary financial calculations | Presents an incomplete analysis of the issues identified |  | | Makes appropriate and powerful connections between the issues identified and the strategic concepts studied in the reading; demonstrates complete command of the strategic concepts and analytical tools studied | Makes appropriate connections between the issues identified and the strategic concepts studied in the reading; demonstrates good command of the strategic concepts and analytical tools studied | Makes appropriate but somewhat vague connections between the issues and concepts studied in the reading; demonstrates limited command of the strategic concepts and analytical tools studied | Makes little or no connection between the issues identified and the strategic concepts studied in the reading |  | | Supports diagnosis and opinions with strong arguments and evidence; presents a balanced and critical view; interpretation is both reasonable and objective | Supports diagnosis and opinions with reasons and evidence; presents a fairly balanced view; interpretation is both reasonable and objective | Supports diagnosis and opinions with limited reasons and evidence; presents a somewhat one-sided argument | Supports diagnosis and opinions with few reasons and little evidence; argument is one-sided and not objective |  | | Presents detailed, realistic, and appropriate recommendations clearly supported by the information presented and concepts from the reading | Presents specific, realistic, and appropriate recommendations supported by the information presented and concepts from the reading | Presents realistic or appropriate recommendations supported by the information presented and concepts from the reading | Presents realistic or appropriate recommendations with little, if any, support from the information presented and concepts from the reading |  | | Research | Supplements case study with relevant and extensive research into the present situation of the company; clearly and thoroughly documents all sources of information | Supplements case study with relevant research into the present situation of the company; documents all sources of information | Supplements case study with limited research into the present situation of the company; provides limited documentation of sources consulted | Supplements case study, if at all, with incomplete research and documentation |  | | Writing mechanics | Writing demonstrates a sophisticated clarity, conciseness, and correctness; includes thorough details and relevant data and information; extremely well-organized | Writing is accomplished in terms of clarity and conciseness and contains only a few errors; includes sufficient details and relevant data and information; well-organized | Writing lacks clarity or conciseness and contains numerous errors; gives insufficient detail and relevant data and information; lacks organization | Writing is unfocused, rambling, or contains serious errors; lacks detail and relevant data and information; poorly organized |  | | APA guidelines | Uses APA guidelines accurately and consistently to cite sources | Uses APA guidelines with minor violations to cite sources | Reflects incomplete knowledge of APA guidelines | Does not use APA guidelines |  | | Total: | | | | |  | |  |