Final Project

Problem: Business Plan/Project Viability

Complications: Developing Technology
Uncertain Market
Existing Competitive Product (?)

Opportunities: Product Cost & Performance Tailoring
Potential Performance Advantages

Goals: Gain Market Share
Make Money

Available Tools: Technical Cost Model
Utility Analysis
Risk Analysis
Financial Analysis
Overview

Strategy Variables
- Facility Size
- Price
- Product Features

Analysis Tools
- Cost Analysis
- Utility Analysis

Financials

Market Response

Uncertainty

Risk Analysis

Dynamic Strategic Plan
**Tools On Hand**

- **Dana5.XLM**
  - Production Options
  - Demand Scenarios

- **Tree_98.XLS**
  - Pricing Options

- **CostSkel.XLS**
  - Unit Costs
  - Net Revenues For Each Option & Scenario
  - "Best" Strategy

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MSL
Materials Systems Laboratory
Cost/Production Relationships

Note efficiencies of scale as well as capacity utilization