

# Business Case Scenario

- Tangible costs:
- (1) cost of new buses
  - (2) cost of fines
- Intangible costs:
- (1) ↓ demand due to reduced reliability of old buses
  - (2) cost of repairing the old buses
- Tangible benefits:
- (1) Making more money from trips
  - (2) maintain the increasing demand of trips.
- Intangible benefits:
- (1) Avoid frequent buses breakdowns
  - (2) ensure that students come in time.
- Risks:
- (1) The risk of bankrupting due to high cost of new buses
  - (2) The risk of natural disaster that may destroy a number of bought buses
  - (3) buses