

Case 7: Evaluation of an investment project

The Technology Development company is considering an investment project to develop a new product. They perform financial analysis to determine the viability of an investment.

Questions:

1. What methods of financial analysis can a company use to assess the profitability of an investment project?
2. What risks may be associated with the implementation of the investment project "Technology Development"?
3. How can a company manage risks and maximize the profitability of its investment project?