

Sales and Marketing

Sales and marketing feel this is a good project because of the brand name. They've examined the LFP market which has a CAGR (compound annual growth rate) of 4.5% with over 310,000 units shipped. Currently the client represents around 15% market share. Though it is considered to have the best LFP products in the space, it has also seen as losing ground due to weak marketing. Sales highlight that if successful then this project could be sold elsewhere, the potential market is significant and it provides a valuable in-road into the client for other projects.

Project Management

Your project management team are keen to try working on an outcome basis. They argue that this is a potential future model which might solve many of the client conflicts they've experienced in the past. Gaining experience in such a space seems worthwhile. They've looked at the client figures and developed a financial model with systems, development, marketing and finance.

Finance & Legal

Your CFO is cautious and points out that there are some significant downsides if things go wrong. For example, one possible outcome is we end up with a net cash outflow of almost \$800k before disposal of any assets. There is unfortunately a complication which the CFO highlights. There are two competing proposals for building our