

1-MISSION STATEMENT:

MAKE EVERYDAY LIFE ACTIVITIES EASIER FOR THOSE PEOPLE WITH PHYSICAL DISABILITIES

2- INTRODUCTION TO OUR COMPANY

Our bussines is based on the supplyment to the medical industry orthopedic prosthesis designed by using 3D tecnologia which could replaces a limb of the body, performing almost the same function as a natural limb, a leg, an arm, a foot ... But there are several other types of prosthetics, some of which replace lost functions of the body, such as recover any extremity mobility while others just performed aesthetic functions.

3- Company's NAICS

Our company's NAICS is Surgical Appliance and Supplies Manufacturing whose code is 339113. This industry includes establishments primarily engaged in manufacturing surgical appliances and supplies. Some examples of products made by these establishments are orthopedic devices, prosthetic appliances, dressings, crutches, surgical sutures, hospital beds...

4-STAKEHOLDERS:

- DISABLED PEOPLE (COSTUMERS)
- HOSPITALS: (DOCTORS,NURSES,...)
- SUPPLIERS
- EMPLOYEES
- OWNERS
- ORTHOPEDICS

5-THE TOP-4 CONCENTRATION RATIO:

-After searching in SABI the industry in which our company competes, we have seen that it is located in the 3391 section of all manufacturing industries.

-Since there are approximately 9000 businesses included in this industry ,we have searched this time all the firms with a minimum of 25 employees (latest number of employees).

- The top 4 companies that have resulted after the research are the following :

	Company Name	th EUR	Cumulative values	%	Cumulative %
	Operating revenue / turnover - Last available year				
X	1 BECTON DICKINSON SA	329.902	329.902	12,08	12,08
X	2 DENTOESTETIC CENTRO DE SALUD Y ESTETICA DENTAL SLU	298.343	628.245	10,92	23,00
X	3 B BRAUN SURGICAL SA	199.858	828.103	7,32	30,31
X	4 ADESLAS DENTAL SOCIEDAD ANONIMA	180.564	1.008.668	6,61	36,92

-In addition ,in this image we can see the market share of each one (1º- 12.08 2º-10.92 3º-7.32 4º-6.61)

-Now we have all the information to calculate the top four concentration ratio (CR4):

-CR4= $12.08+10.92+7.32+6.61= 36.92$, so we can conclude that this is a competitive industry because the CR4 is between 0-40%.

6-LEGAL FORMS:

-We have reached to the conclusion that our business is going to be a corporate business, mainly because we think that the limited liability would fit perfectly with our business idea, it gives us a greater investment margin because if it does not work, only the money invested would be affected, being able to keep our private possessions.

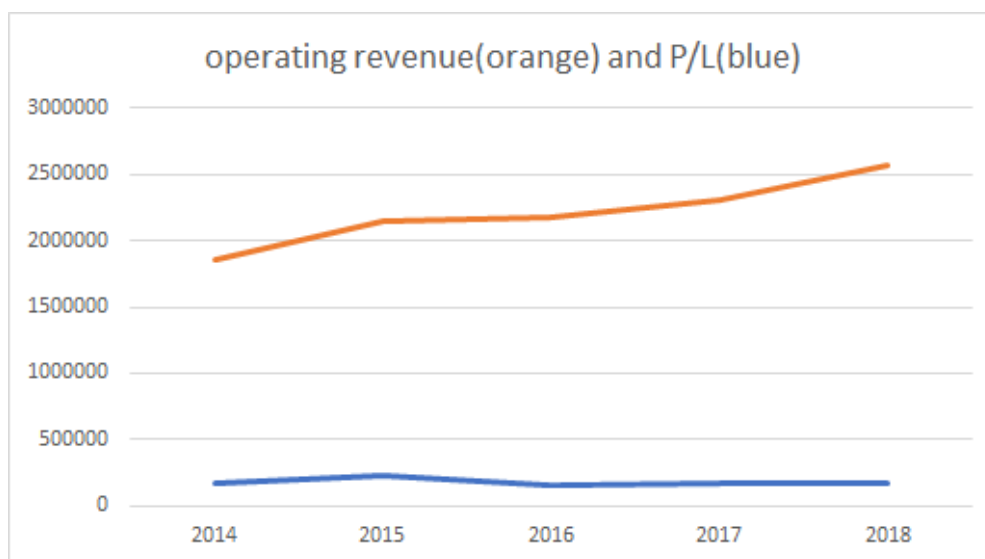
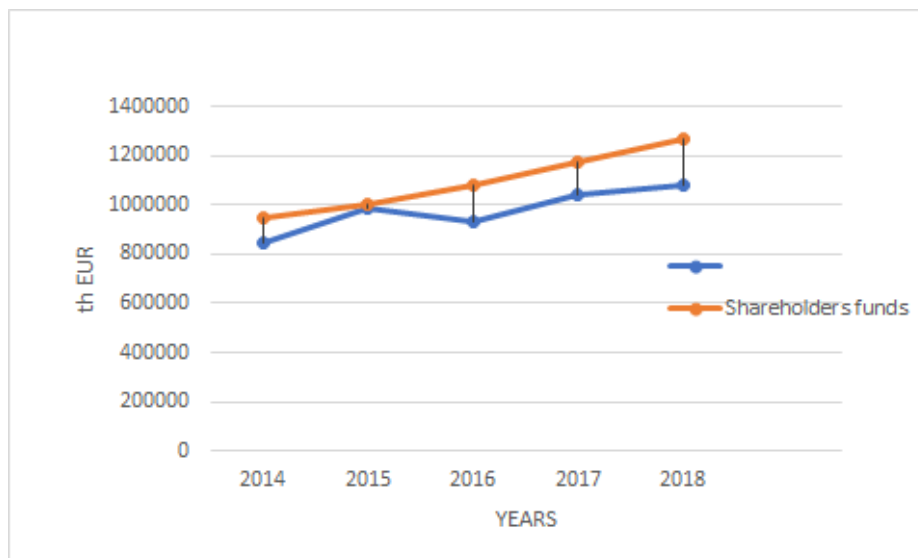
-Specifically we would like our business to be a private limited company because we would like to be both of us the managers of our corporation in order to carry out all the ideas that we have. In addition we would like to have firstly a smaller private company because we don't know if the medicine manufacturing products (our primary products) will have a great impact in the market. Later if all goes well, we think that maybe would be a good idea to transform this private business into a public limited company and grow worldwide.

7-SWOT

<u>OPPORTUNITIES:</u> -SPORTS (ACCIDENTS DOING SPORT) -AGING -TRANSPORT (CAR ACCIDENTS) -DRUGS	<u>THREATS:</u> -DEVELOPMENT OF VIDEOGAMES (LESS PEOPLE HAVE ACCIDENTS) -DEVELOPMENT OF MEDICINE (SURGERY CAN SAVE MANY TIMES) -MORE COMPETITION IN THIS SECTOR (CR4) -QUARANTINE
<u>STRENGTHS:</u> -	<u>WEAKNESSES:</u> -THE PRICE OF THE MATERIALS -

8- GRAPHICS

Current assets(blue) and shareholders funds(orange)



9-TASK 6

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DATA:

- Total assets: 25,107,067
- Current assets: 17,268,539
- Current liabilities: 4,790,459
- Shareholder's funds: 19,191,961
- Stock: 573,256
- Profit or losses for the period: 2,523,196
- Operating revenue: 22,787,018
- Debtor/ Accounts receivables: 6,927,080

RATIOS:

-Current ratio= current assets/ current liabilities= 5.24

-Acid test ratio= Current assets-Stock/Current liabilities=3.485

-Receivables turnover= Operating revenue/Accounts receivables= 3.28

-ROA= Profits or losses for the period/ Total assets= 0.100

-ROE= Profits or losses for the period/ Shareholder's funds= 0.13

The current ratio is higher than 2 and therefore the liquidity ratio is enormous , that means the opportunity cost is really high because when making a decision there are a lot of more alternative decisions you turned down and that is not recommendable by the experts. It is recommendable a current asset of 1.5.

According to the receivable turnover, we can see that the business collects its receivables 3.28 times in one year .

ROA shows that the company earned 0.10 euros on every euro of total assets and ROE shows that the company earned 0.13 euros on every euro invested by their owners.

10-TASK 7



We can observe that the graph shows that this industry has experimented irregular years in terms of productivity. In the last 18 years the values have been always changing, due to factors such as technology and medical innovation. Nevertheless, we observe that in some periods such as (2001-2003), (2004-2005) and (2017-2018), the industry has suffered some spontaneous increasements, this could be because the businesses have found new ways to increase the production, maybe reducing the amount of inputs as much as possible or with new production strategies.

This is a good example of how productivity depends on what is happening in the economy at that exact moment, When the economy gets worse, this industry tends to have worse productivity, and the other way round.

11-TASK 8

[Map - aimarn02 | Tableau Public](#)

[Worksheet NPV - aimarn02 | Tableau Public](#)

We didn't know exactly how to manage with the tableau

12-TASK 9

<https://github.com/L-A-PROSTHESIS>