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TASK 1:

-NAICS: Miscellaneous Manufacturing - 33999

-Name of the business: MISTURE (the mist cure).

☒ Uses 3D printing.

The goal of the business is to print anti-mist accessories for face masks and face screens, inasmuch as many people who wear glasses cannot see properly because of their own breath, so we provide a solution to that problem in the form of an attachable accessory to masks that takes our breath and instead of going upwards, it goes to the sides of the mask so it does not blurr the glasses.

-Mission: Bring sight back to the world.

-Main stakeholders: Customers (mainly glasses wearers), shareholders, employees and suppliers.

TASK 2:

By searching in SABI the industry in which our company competes (3399 – Other Miscellaneous Manufacturing) we obtained the market shares of the top 4 companies in our sector:

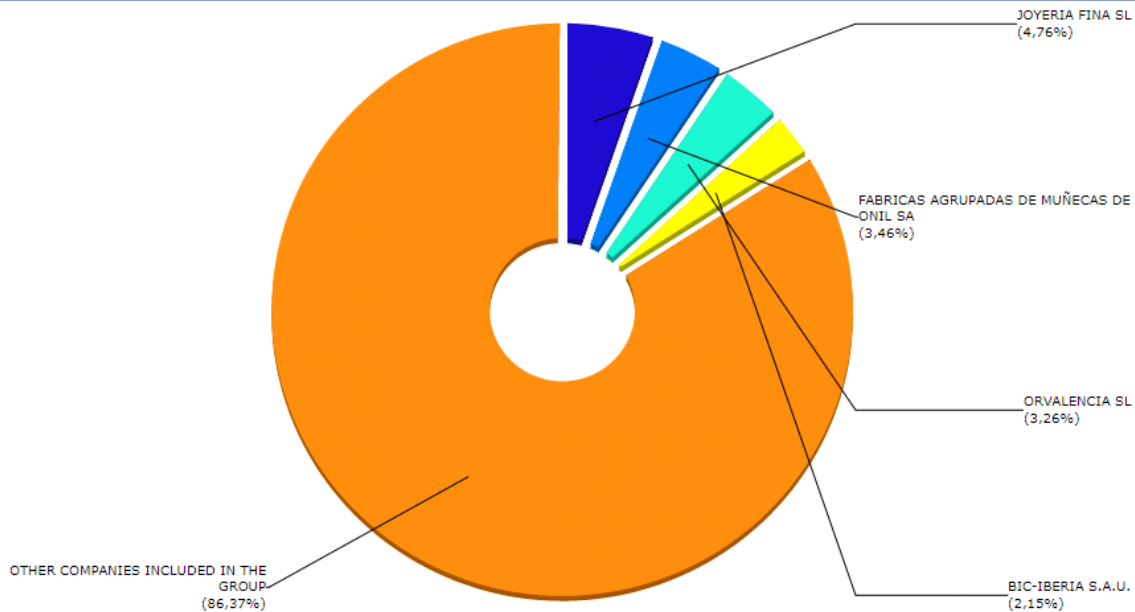
	Company Name	th EUR	Cumulative values	%	Cumulative %
	Operating revenue / turnover - Last available year				
1	JOYERIA FINA SL	193.162	193.162	4,76	4,76
2	FABRICAS AGRUPADAS DE MUÑECAS DE ONIL SA	140.217	333.379	3,46	8,22
3	ORVALENCIA SL	132.380	465.759	3,26	11,48
4	FABRICAS AGRUPADAS DE MUÑECAS DE ONIL SOCIEDAD AN...	108.221	573.980	2,67	14,15
5	BIC-IBERIA S.A.U.	87.084	661.065	2,15	16,29

Then, we used the obtained data of companies 1,2,3, & 5 (since number 4 is an extinct one) to calculate the CR4.

CR4= 4,76+3,46+3,26+2,15= 13,63%

As the obtained percentage is below 40%, we can say it is a competitive industry, so we won't have many problems in getting started, as there is no monopoly.

The following graph clearly shows that no company exercises great dominance in the sector:



TASK 3:

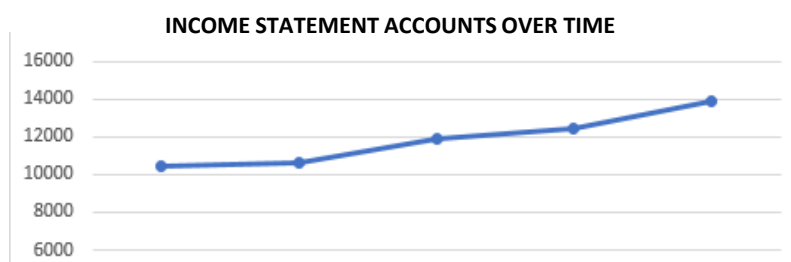
The majority of companies in our industry are corporate public limited ones, however, a few are private limited companies. For this reason, we have decided to create a corporate business, but since we are just starting a small project, our legal form will be private and limited. This way, our ownership will be divided into shares so the corporation will have a legal separate identity from that of its owners. Also, we, as owners, would enjoy limited liability. On the other hand, as our legal form is private, thanks to this, we will not offer our shares for sale to the general people at the beginning because being public from the start is very risky and expensive without some experience.

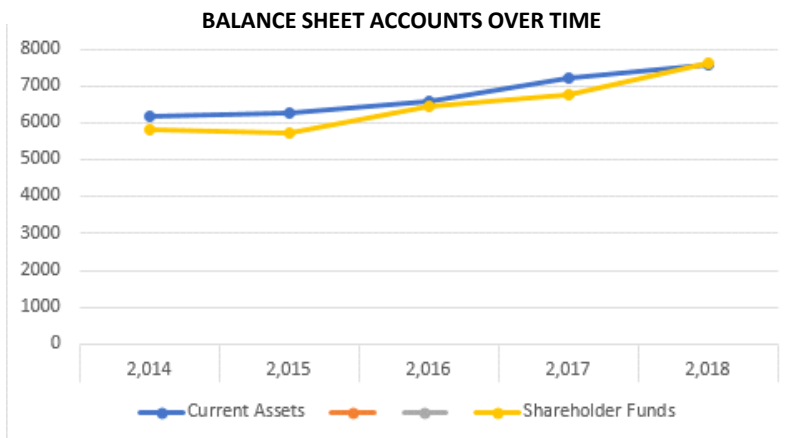
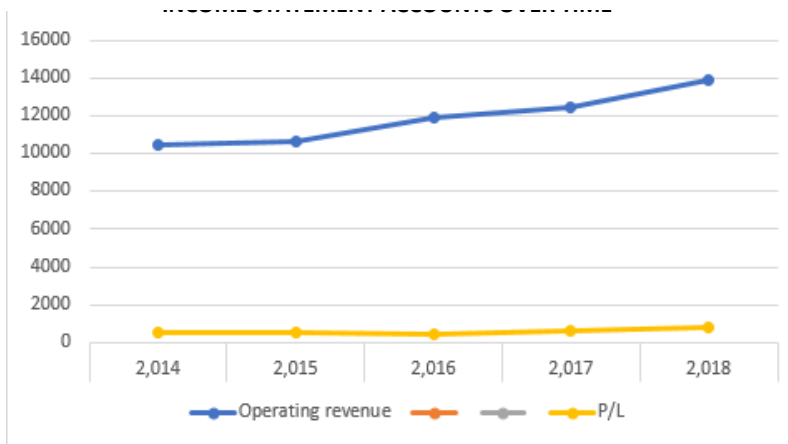
TASK 4:

O -Low concentration -Cheap tech -Pandemic -Glasses users	T -End of the pandemic -Competitors
S -Affordable -Customizable -innovation -Made in Spain -Recycled materials -Versatility to produce low cost or luxury	W -No advertising budget -Slow production -Cannot mass-produce

We intend to start as a low-cost business and then if we get bigger we would start a luxury program where customers could ask us for custom products made with luxury materials or limited edition products.

TASK 5:





TASK 6:

Our results show that:

The company earns €0.04 for every euro of assets(ROA), €0.08 for every euro invested by shareholders(ROE).

For every euro of liabilities, the company has €1.45 of current assets(Current ratio).

For every euro of liabilities, the company has €0.88 in liquid assets(Acid-test ratio).

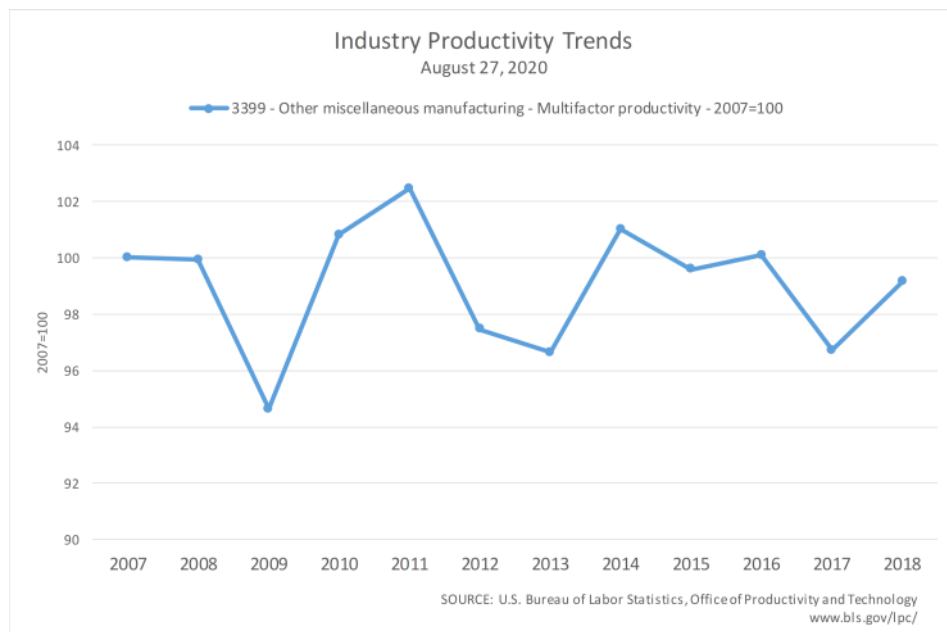
The company collects their debtors 4.39 times each year(Receivables turnover).

The company financed each euro of assets with €0.46 of debt(Debt to total assets ratio).

The company debt is covered 5.65 times(Times interest earned).

ROA	0,04538401
ROE	0,08483836
Current Ratio	1,45195785
Acid-test Ratio	0,88672877
Receivables turnover	4,39099028
Debt to total assets ratio	0,46505339
Times interest earned	5,65869137

TASK 7:



In the graph we can see that the multifactor productivity is not stable throughout the years, and has gone up and down since 2009, but always between certain values around 95 in the lowest and 102 in the highest. The values also coincide with the society situation, being 2009 the worst year for the industry and 2011 the best one.

TASK 8:

You can check our graphs [here](#)