

Business Project

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Task 1:

Name : Pomelo, Pomelo Cases

Business: Making all sorts of cases using 3D printing tech.

Statement: We protect what nobody else can.

Stakeholders: Employees

Owners: Javier Bermejo, Javier Echandi, Juan Agúndez.

Suppliers: Dynapro3D

Government of Navarre

Code: **3261 Plastics Product Manufacturing**

- Pomelo cases is a new business dedicated to the manufacturing of all type of cases such as laptop, phone, air pods and much more different cases. Those cases will protect any gadget at home . We will build our products using the revolutionary 3D printing technology.

Task 2:

3261 Plastics Product Manufacturing

SMP Automotive Technology Iberica SL	3,68%
Catalana de Polimers SA	2,20%
SP Berner Plastic group SL	2,14%
Plastic Omnium componentes exteriores SL	1,94%
CR4	9,96%

- Therefore, after analysing the market situation, we can confirm that the industry we take part of is very competitive, since the CR4 is far below 40%. As a result, we won't have to compete against unfairly low prices set by more powerful companies from the sector and we'll be able to grow from the very beginning. However, this also means that it will be difficult for us to make ourselves a way into the industry due to the large number of companies fighting for the same service. Taking the aforementioned facts into account, we'll have to make a huge effort in being different and innovate more than the others.

Name: Pomelo, Pomelo Cases.

Task 3

Pomelo cases will be an LTD company, although our goal is to be Plc in the future (when we grow enough).

There are several reasons to do so:

- To begin with, not only is it quick and easy to get started, but it's also very cheap. In fact, nowadays we are able to start Pomelo Cases online, minimising considerably the costs (concretely in Spain you must pay sort of \$300).
- Secondly, being a LTD company gives us credibility and confidence with regard to the customers, as well as improving our image and prestige thanks to this professional status.
- We must also take into account that the minimum share capital is \$3000, but it's not necessary to contribute just with money: thanks to the *Ley de Sociedades de Capital* we are allow to pay that quantity providing our own assets, valuing them at market price.
- Apart from that, it's the best option in order to reduce personal responsibility: if our company run into trouble our personal assets will be secure. In other words, the company itself is the responsible of any kind of problem, not its owners, as this type of companies are treated as separate legal entities.
- At the moment we are not looking for more shareholders due to the fact that we aim to implement our own ideas without limits and keep the whole property of the company.
- On a different note, by registering our company (a necessary step to become an LTD), we also legally protect the company name. This simply means that no one else can use our trading name, something that doesn't happens being a sole trader.
- Another reason to do so is the tax income, as sole traders taxes will start to take a lot of money of while we grow up, being a limited company we'll pay the corporation tax, which is way lower than the regular tax.
- Last but not least, it is quite easier to transfer the business ownership in comparison with other unincorporated structures or sole traders. Although this is not our original idea, is positive to take into account this kind of facts as we don't know what is going to offer the future.

Task 4

SWOT ANALYSIS

- Growing tech products demand.
- Highly competitive industry.

<ul style="list-style-type: none"> • People now take tech products outside. • Due to solitary confinement more and more people are buying online. • Online advertisement campaign 	<ul style="list-style-type: none"> • Problems in the supply line due to Covid 19 crisis.
<ul style="list-style-type: none"> • The manufactory process is very cheap. • Limited liability. • Sale of both low-cost and luxury products 	<ul style="list-style-type: none"> • Small unknown company in uncertain times. • We depend on the tech industry. • 3D-printing is not at its best. • People don't rely yet on 3D printed products.

Business Strategy:

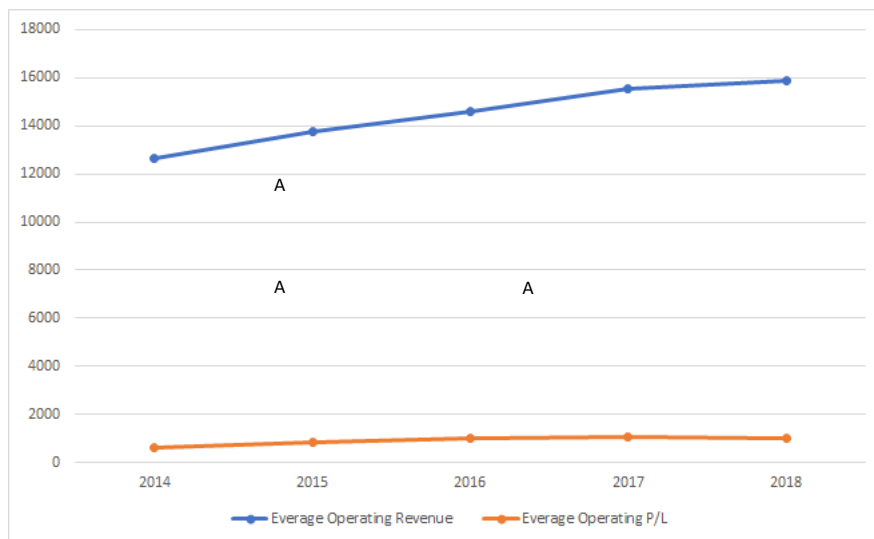
- Regarding to the business strategy, we've decided to follow the plan which better fits our needs, taking into account the actual context marked by the coronavirus crisis, causing the ruin of several businesses. That's the core reason why, to begin with, *Pomelo Cases* is going to be an online shop: this kind of shops are being the main beneficiaries of the pandemic.

Concerning strictly the strategy, we are going to follow both a low-cost and product differentiation plan, so that we are able to meet all the possible customer's expectations, either they prefer a cheap case or a high-quality one. In this way, *Pomelo Cases* will be open to all the sectors of the society, increasing the number of clients. However, although as it's been said we are going to sell luxury products, our original idea is focus our attention on the low cost cases, as most of the population decide not to spend a large quantity of money in their phone, tablet or laptop cases. It simply means to reduce the cost of these articles, take advantage of the new technology such as the 3D printers or outsourcing some activities. In relation to the product differentiation strategy, it is more expensive to produce and deliver them but they are also sell at higher prices.

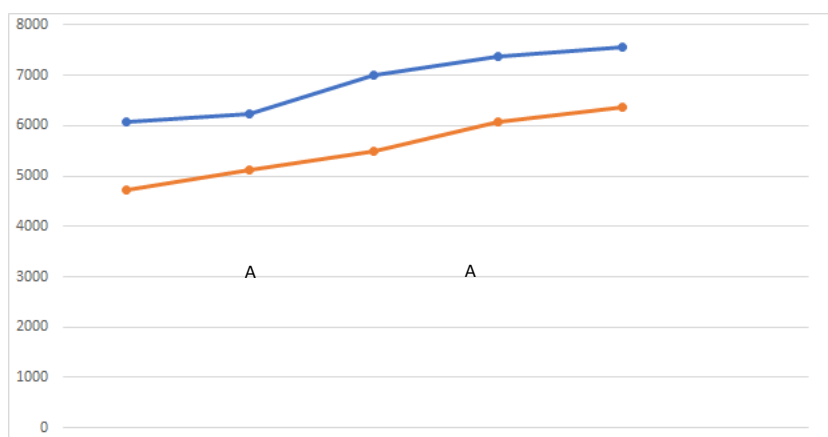
Finally, and in order to give our business a revolutionary characteristic differentiating us from the rest of competitors, we have determine to let the customer not only decide whether they are buying a luxury case or a case to get out of the way, but also having the option to personalize both of them, getting to choose the material, the colour and the design.

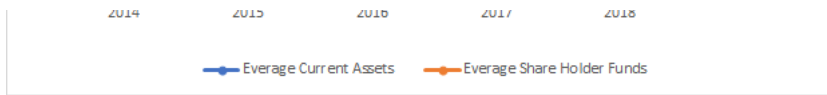
Task 5

Operating revenue and P/L of our competitors on average



Current assets and shareholders' funds of your competitors on average





Task 6


- **Current ratio:** 1.91 -----> This means that for every €1 of current liabilities, the business has €1.91 of current assets. This is a very promising figure
- **Acid test ratio:** 0.99 -----> This means that for every €1 of current liabilities, only €0.9 is held in liquid assets (i.e. current assets other than stock)
- **Receivables turnover:** 4.29 -----> On average, the business collects its receivables 4.29 times in one year
- **Debt to total assets ratio:** 0.45 -----> This means that in 2018 the company had €0.45 of debt for every euro of assets. In other words, the company financed each euro of assets with €0.45 of debt
- **Times interest earned:** 30.65 -----> A times interest earned ratio of 30.65 means that the company's interest expense is well covered at 30.65 times.
- **ROA :** 0.14 -----> This means that the company earned €0.14 on every euro of total assets
- **ROE :** 0.26 -----> This means the company earned €0.26 on every euro invested by its owners.

Task 7

Due to the 2008 crisis the productivity fell to minimum levels, after that it started to get back to the levels before 2008, which it reached in 2016.

Afterwards, the industry suffered a decrease in productivity but now it's experimenting a new increase. That means that the industry is going well.

All these up and downs in productivity are due to the variation of the cost of raw materials and of the salaries of the workers, which change regularly.

 Industry Productivity Trends August 27, 2020 +3261- Plastics products - Multifactor - 20072100 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 SOURCE: U.S. Bureau Of Labor Statistics, Office Of productivity and Technology

Task 8

Map: https://public.tableau.com/profile/pepe6892#!/vizhome/Map_16056888322300/Hoja2?publish=yes

:3D

printing: <https://public.tableau.com/profile/javier5148#!/vizhome/3Dprinting/Hoja1?publish=yes>

CNC:

<https://public.tableau.com/profile/javier5148#!/vizhome/3Dprinting/Hoja2?publish=yes>