# Business Project: Julen Ibarrola & Lucas Armendáriz

Tuesday, September 8, 2020 4:42 PM

## Name: R3ADER

(This is a first and quick version of the logo we want to design, but we have doubts about wether or not having a logo is necessary in this proyect)

## Mission statement: "Our mission is to give sight to those whith a low budget and deliver it in an ecological way"

Stakeholders:

- Employees: job security, receive their salary
- Shareholders: business expansion to have a capital growth and earn more money
- Suppliers: we need their materials to produce the glasses, so more we produce glasses, more money they earn
- Local communities: we reduce and reuse the plastic wasted
- Government: we pay taxes, so more money they receive

NAICS number: 3391: Medical Equipment and Supplies Manufacturing

| | Company Name<br>Operating revenue / turnover - Last available year | % |
|---|---|---|
| 1 | BECTON DICKINSON SA | 12,08 |
| 2 | DENTOESTETIC CENTRO DE SALUD Y ESTETICA DENTAL SLU | 10,92 |
| 3 | B BRAUN SURGICAL SA | 7,32 |
| 4 | ADESLAS DENTAL SOCIEDAD ANONIMA | 6,61 |

The CR4 is equal to 36,93%, which means that we can consider this industry as a competitive industry (0% < CR4 < 100%)

After studying our competitors, we have observed that there is an almost equal repartition of public and private limited companies, even in the top ranks:

| Legal Form |
|---|
| Public limited company |
| Limited liability company |
| Public limited company |
| Public limited company |
| Public limited company |
| Limited liability company |
| Limited liability company |
| Limited liability company |

Therefore, and after deliberating which is the best option, we have decided that the private limited company is the best suited form for R3ader.

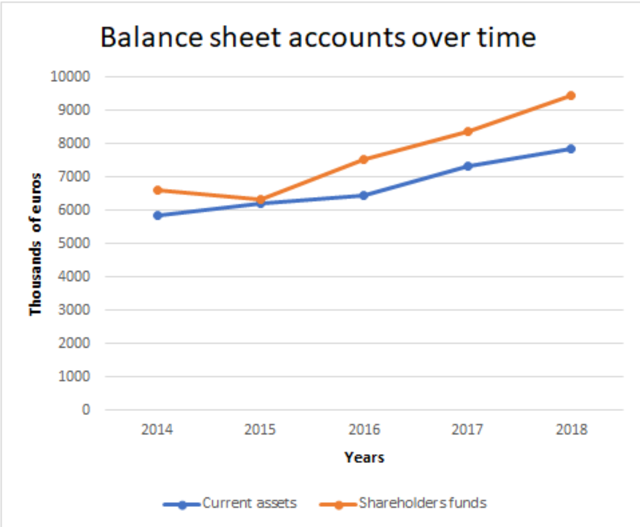
SWOT analysis

| | |
|---|---|
| O: New trend of being aware of climate change. Therefore, people is interested in buying ecofriendly products, as the frame that R3ader manufacture. The CR4 of our industry is 36,93%, that signifies that is a competitive industry in which we can | T: We know that the coronavirus is a threat for the mayoriy of enterprises and also for ours but, as we don´t need people to manufacture our products, we hope that the impact is as minimum as possible. Another threat is that we depend highly on our plastic suppliers. |

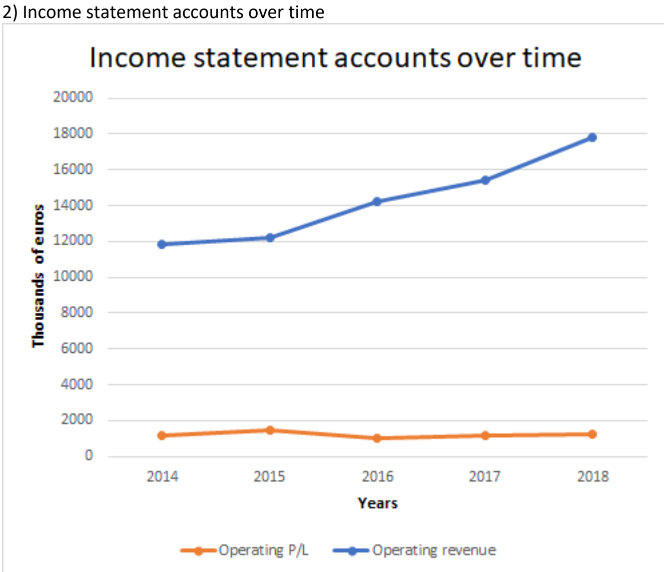
| | |
|---|---|
| have an opportunity of developpement. | |
| S: We are ecofriendly, the frames that we manufacture consist entirely in recicled plastic. Our product could be personalised as the customer prefers. | W: lower production rate than other enterprises that utilize a different production method from 3D printing, which can be significantly slower. |

Bussines strategy: Our business strategy is going to be a mix of low cost and product differentation. We have choosen this mix because we want to reduce the price as low as possible by introducing new technology in our frames but we also want that the customer has the opportunity to personalise their frames thanks to 3D printing, therefore each customer has a unique frame for their glasses.

1) Balance sheet accounts over time




2) Income statement accounts over time




| Company Name | Accounts receivable th EUR 2019 | Current Ratio % 2019 | Stocks th EUR 2019 | Current assets th EUR 2019 | Current liabilities th EUR 2019 | Total assets th EUR 2019 |
|---|---|---|---|---|---|---|
| BECTON DICKINSON SA | n.a. | 0,99 | 37.816 | 118.072 | 119.665 | 492.07 |

| Operating P/L th EUR 2019 | Financial expenses th EUR 2019 | Shareholders funds th EUR 2019 | Deteriorations and losses th EUR Last avail. yr |
|---|---|---|---|
| 23.792 | 4.278 | 232.448 | 183 |

To calculate the different ratios we are going to take the data of one of the top companies in our industry: Becton Dickinson SA

$$Current\ ratio = \frac{Current\ assets}{Current\ liabilities}$$ = 0.99

$$Acid\ test\ ratio = \frac{Current\ assets - Stock}{Current\ liabilities}$$ = 0.67

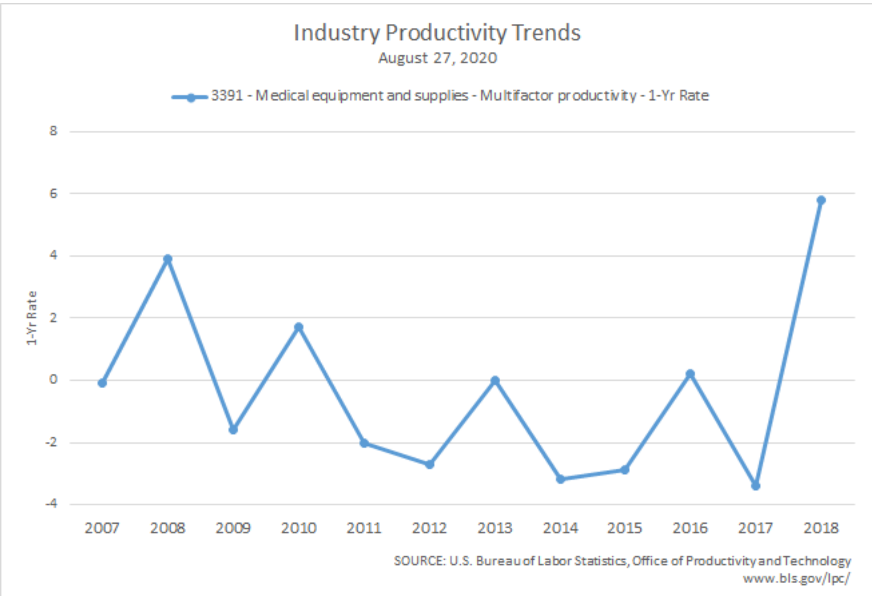
$$Receivables\ turnover = \frac{Operating\ revenue}{Accounts\ receivables}$$ = we have not found a value for *Accounts Recievables* in this current year, even after checking the mayority of the top companies in our industry.

$$Debt\ to\ total\ assets\ ratio\ \left(DAR\right) = \frac{Total\ debt}{Total\ assets}$$ = we have not found a value for *Total debt* in this current year, even after checking the mayority of the top companies in our industry.

$$Times\ interest\ earned\ ratio = \frac{Operating\ P/L}{Financial\ expenses}$$ = 5.56

$$ROE = \frac{Profits\ or\ Losses\ for\ the\ period}{Shareholders'\ funds}$$ = 0.79

$$ROA = \frac{Profits\ or\ Losses\ for\ the\ period}{Total\ assets}$$ = 0.37




As we can observe in the graph posted productivity in the business of Medical been generaly decreasing since 2008, l 2018, when it's multifactor productivity i **can we deduce from this data?**

As for the ups and downs in productivit the result of not needing constantly the equipment and producing a large quan so that it satisfies the necessity of equip

The huge augmentation from 2017 to 20 that the general productivity decreased of equipment was needed due to this de augmentation could have also happen t new technologies that increased heavily

https://public.tableau.com/shared/G37PRYGYP?:display_count=y&:origin=viz_share_link