



EMGT – 6225
ECONOMIC DECISION MAKING (SEC - 06)
TEAM NO. 05
CASE STUDY REPORT

Submitted to
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Abstract

The team's goal is to dive deep into analyzing how we can bring a new product to market successfully. We consider material cost, investment in machines, and the number of products we make over nine years. We also discussed about workers pay, cover other costs, and taxes. To check the results, we need to figure out how much we should sell each product for. We looked at different alternatives of making our products, like working overtime instead of adding extra shifts, to meet demand without wasting resources considering the finances and taxes to be paid by the company.

Analysis

Question 1) What average selling price of the finished product would be required to yield a 20% After-Tax rate of return (After-Tax IRR)?

Answer: Using Excel for analysis reveals that to attain a 20% After-Tax IRR, the end product's average selling price needs to be \$10.5109791.

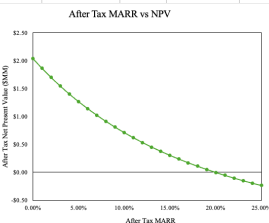
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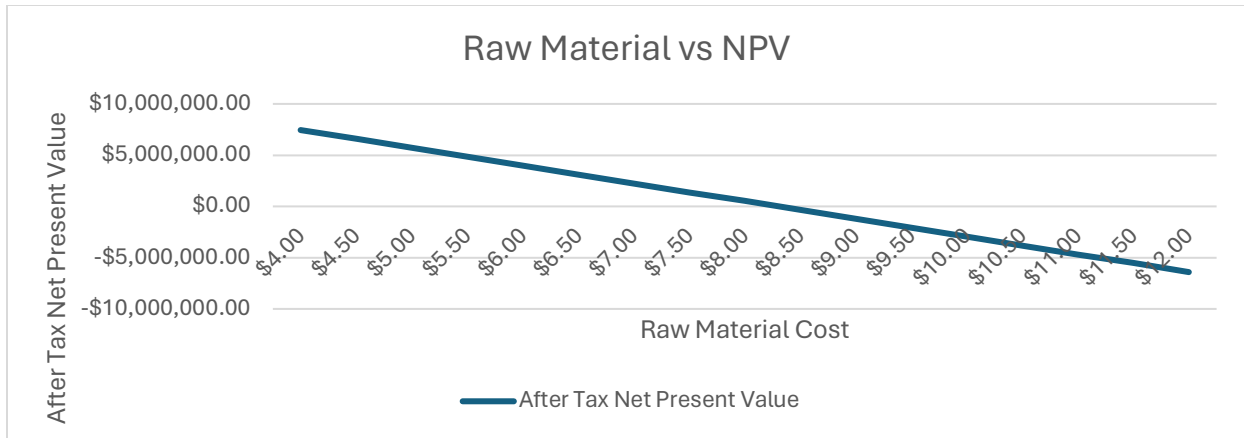
Question 2) How does the variation in After-Tax MARR impact After-Tax Net Present Value (ATNPV)? (To answer this question, calculate After-Tax Net Present Value for different values of After-Tax MARR (ATMARR) ranging from 0% to 25% (considering raw material cost per unit is \$8 and selling price is \$10.5 per unit) and plot After-Tax Net Present Value vs. MARR). Use “Data Table” in Excel.

Answer: The chart below illustrates a negative correlation between the After-Tax Net Present Value (ATNPV) and the After-Tax MARR, showing that as the After-Tax MARR rises, the ATNPV decreases.

[illegible]

MARR	ATW
	\$2,037,750.00
0.00%	\$2,037,750.00
1.00%	\$1,861,074.23
2.00%	\$1,696,414.58
3.00%	\$1,543,071.59
4.00%	\$1,399,314.62
5.00%	\$1,265,178.64
6.00%	\$1,139,649.60
7.00%	\$1,022,061.06
8.00%	\$911,802.07
9.00%	\$808,321.00
10.00%	\$711,110.50
11.00%	\$619,708.04
12.00%	\$533,313.96
13.00%	\$452,668.55
14.00%	\$376,288.25
15.00%	\$304,222.78
16.00%	\$236,161.17
17.00%	\$171,861.46
18.00%	\$111,036.32
19.00%	\$53,423.27
20.00%	\$15,117.17
21.00%	\$32,771.86
22.00%	\$101,816.49
23.00%	\$148,378.90
24.00%	\$192,610.22
25.00%	\$234,813.98

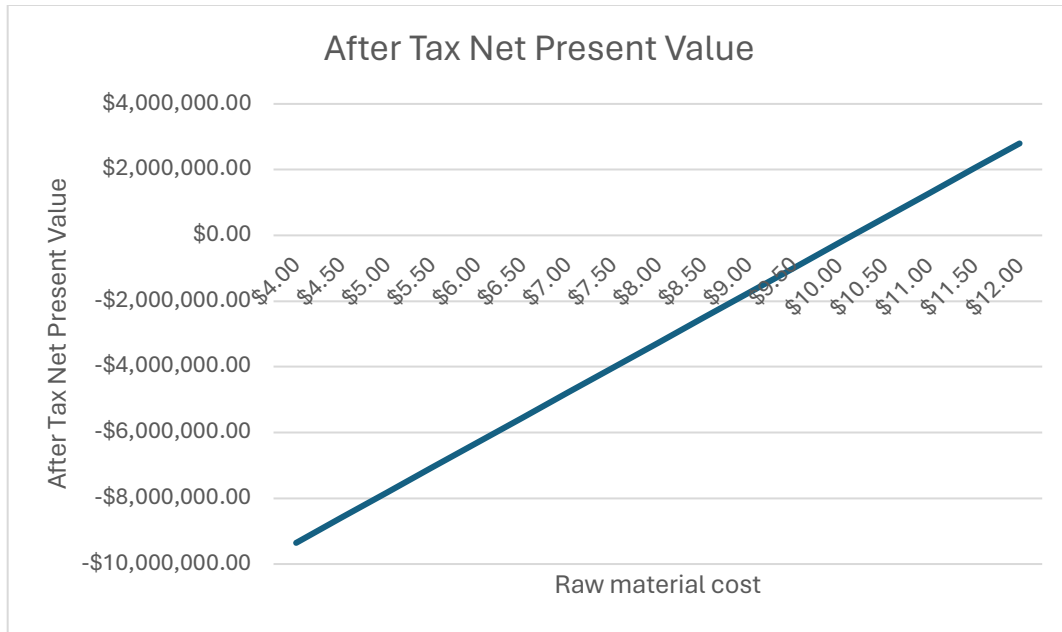




- b. Considering raw material cost per unit as \$8 and After-Tax MARR as 12%, calculate After-Tax Net Present Value (ATNPV) for selling price ranging from \$4/unit to \$12/unit. Then, plot After-Tax Net Present Value vs. selling price. Use “Data Table” in Excel.

Answer: Considering selling price per unit as \$8 and After-Tax MARR as 12%, the After-Tax Net Present Value (ATNPV) for raw material cost ranging from \$4/unit to \$12/unit is:

Costs, machine stats		Manufacturing operation		Labour cost		other info											
Raw material/unit	\$8.00	Normal operation (hours/shift/day)	8	Regular cost/hour	50	After tax MARR	12%										
Machine cost	\$1,500,000.00	Days/week	5	Overtime cost/hour	65	Tax rate	35%										
MACRS	7 year	weeks/year	50			Maintenance cost	12%										
SV	\$0.00	days/year	250			Overhead cost	2%										
Capacity units/hour	\$175.00	Max overtime hours/week	8			planning horizon	9.00										
P2	0																



- c. Find the slope of line in both plots (of a and b) and compare the absolute value of the slopes.

Answer: Comparing the absolute value of the slopes and the plot for slope is as follows:

Parameter	Absolute Value of Slope
Raw Material Cost (3a)	-1731829.595
Selling price (3b)	1519148.768
Max Value	1519148.768

Answer: After-tax net Present Value (ATNPV) for simultaneous change in selling price and raw material is as follows:

Question 5) If required Annual production volume is Y units, raw material cost per unit is \$8, selling price is \$10.5 per unit and After-Tax MARR is 12%, what is the value of Y at which After-Tax Net Present Value (ATNPV) is 0 ?

Answer: Excel's Goal Seek feature establishes that producing 301457.55 units annually (Y) results in an After-Tax Net Present Value (ATNPV) of zero.

[illegible]