

Business Value



In- process: GROUP 1

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Tangible Assets

- Revenue: \$400 billion
- Net Income: \$20 billion
- Total Assets: \$200 billion
- Total Liabilities: \$100 billion

Using the cost- approach:

$$\begin{aligned}\textbf{Total} &= \text{Revenue} + \text{Net Income} + \text{Total Assets} - \text{Total Liabilities} \\ &= \$ (400 + 20 + 200 - 100) = \$ 520 \text{ billion}\end{aligned}$$

Intangible Assets

Aizon Prime Membership: Income –based approach

For lack of statistics on subscription services revenues for 2023;
We would compare the previous years net growth in revenue

2021: \$31.77 billion dollars

2022: \$35.22 billion dollars

$$\begin{aligned}\text{Percentage growth} &= ((35.22 - 31.77) / 31.77) \times 100 \\ &= 3.45 / 31.77 \times 1000 \\ &= 10.8593\% \text{ increase}\end{aligned}$$

Intangible Assets

Future Value (In 3 years): \$ 69.21 billion

Overall Business Valuation

To calculate the total business value, we can take our tangible assets, and add them to our chosen intangible assets.

Taking our tangible value at \$520 B

And our intangible value growth, we can expect our value to be $\$520 + \$69.21 \text{ B} = \$589.21\text{B}$ after three years.