

I-CAPIK

(Industry 5)

DECISION SUMMARY

Year 6

(practice)

Action-Capture Camera Design	
Image Sensor Size	11mm diagonal
LCD Display	920k pixels
Image Quality (maximum resolution)	2704×2028 pixels
Number of Photo Modes (video / still)	8 / 3 modes
Product ——— Camera Housing	\$8 per camera
Enhancements Editing / Sharing	\$8 per camera
Included Accessories	\$10 per camera
Extra Performance Features	3 features
Number of AC Camera Models	3 models
Product R&D Expenditures	\$20000 (\$000s)

UAV Drone Design	
Built-In Camera (company's best model +)	Minor Upgrade
GPS / WiFi / Bluetooth	Enhanced
Battery Pack (maximum flight time)	12 minutes
Number of Rotors	6 rotors
Rotor Performance / Flight Controller	Enhanced
Body Frame Construction	g10/FR4 Fiberglass
Optical Sensors	Front/Rear
Camera Stabilization	Enhanced
Extra Performance Features	5 features
Number of AC Camera Models	2 models
Product R&D Expenditures	\$15000 (\$000s)

Action-Capture Camera Marketing	North America	Europe-Africa	Asia-Pacific	Latin America
Average Wholesale Price to Retailers (\$ per unit)	225	225	225	225
Retailer Support Budget (\$000s)	1710	1440	1110	780
Advertising Budget (\$000s)	2500	1400	1000	750
Website Product Displays / Info (\$000s)	1500	1200	900	600
Sales Promotions (number of weeks % discount)	1 wk 10%	1 wk 10%	1 wk 10%	1 wk 10%
Warranty Period (60 days, 90 days, 120 days, 180 days, 1 year)	60 days	60 days	60 days	60 days
Anticipated Industry ——— Price to Retailers (\$ per unit)	225	225	225	225
Average Marketing P/Q Rating	4.0★	4.0★	4.0★	4.0★
Efforts in Year 6 Number of Models	3.0	3.0	3.0	3.0
Retailer Support (\$ per unit)	6.00	6.00	6.00	6.00
Advertising Budget (\$000s)	2,500	1,400	1,000	750
Website Displays (\$000s)	1,500	1,200	900	600
Sales Promotions (weeks % discount)	1 wk 10.0%	1 wk 10.0%	1 wk 10.0%	1 wk 10.0%
Warranty Period (days)	60 days	60 days	60 days	60 days

UAV Drone Marketing	North America	Europe-Africa	Asia-Pacific	Latin America
Average Retail Price to Online Customers (\$ per unit)	1100	1100	1050	1050
Discount Offered to 3rd-Party Online Retailers	15%	15%	15%	15%
Website Product Displays / Info (\$000s)	1500	1200	900	600
Search Engine Advertising (\$000s)	1500	1200	600	300
Retailer Recruitment and Support (\$000s)	1144	944	616	376
Warranty Period (60 days, 90 days, 120 days, 180 days, 1 year)	60 days	60 days	60 days	60 days
Anticipated Industry ——— Average Retail Price (\$ per unit)	1,100	1,100	1,050	1,050
Average Marketing Retailer Discount	15.0	15.0	15.0	15.0
Efforts in Year 6 P/Q Rating	4.0★	4.0★	4.0★	4.0★
Number of Models	2.0	2.0	2.0	2.0
Website Displays (\$000s)	1,500	1,200	900	600
Search Engine Advertising (\$000s)	1,500	1,200	600	300
Retailer Recruitment (\$ per unit)	80.00	80.00	80.00	80.00
Warranty Period (days)	60 days	60 days	60 days	60 days

AC Camera Workforce Compensation and Training	
Base Wage (per PAT member)	+1% increase
Assembly Quality Incentive	2.40 per unit
Attendance Bonus	800 \$/year
Fringe Benefit Package	2000 \$/year
Training & Productivity Impr. Budget	1000 \$/PAT

UAV Drone Workforce Compensation and Training	
Base Wage (per PAT member)	+1% increase
Assembly Quality Incentive	4.80 per unit
Attendance Bonus	800 \$/year
Fringe Benefit Package	2000 \$/year
Training & Productivity Impr. Budget	1000 \$/PAT

AC Camera Assembly Facility	
Facility Expansion (new workstation spaces added)	0
Newly Installed Workstations	0
Robotics Upgrade (for all workstations)	No Upgrade

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Newly Installed Workstations	0
Robotics Upgrade (for all workstations)	No Upgrade

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DECISION SUMMARY

(concluded)

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(practice)

Special AC Camera Contracts	North America	Europe-Africa	Asia-Pacific	Latin America
Discount Offer to Large Retailers (% off of standard price)	0%	0%	0%	0%
Include Projected Outcomes in Y6 Performance Projections	No	No	No	No

Corporate Social Responsibility and Citizenship				
Charitable Contributions	0 (\$000s) or 0.0% of profit	Improved Working Conditions for	Cafeteria / On-Site Child Chare	No
Green Initiatives (environmental sustainability)	No		Safety Equipment / Lighting	No
Renewable Energy Program (\$000s)	0	Supplier Code of Conduct / Monitoring		No

Finance and Cash Flow						
Sources of Additional Cash	1-Year Bank Loan	0 (\$000s)	Uses for Excess Cash	Early Repayment of Bank Loans	Loan #	0
	5-Year Bank Loan	0 (\$000s)			Loan #	0
	10-Year Bank Loan	0 (\$000s)		Dividend (\$ per share)		0
	Stock Issue (000s of shares)	0		Stock Repurchase (000s of shares)		0

Financial Performance Projections

Net Revenues (\$000s)	\$371,256
Net Profit (\$000s)	\$26,000
Earnings Per Share (EPS)	\$1.30
Return on Equity (ROE)	20.40%
Credit Rating	A-
Image Rating	70

Market Performance Projections

AC Camera Segments	Market Share	North America	0.0%
		Europe-Africa	0.0%
		Asia-Pacific	0.0%
		Latin America	0.0%
	Units Sold (000s)	North America	0.0
		Europe-Africa	0.0
		Asia-Pacific	0.0
		Latin America	0.0
	Special Contract Units Sold (000s)	North America	0.0
		Europe-Africa	0.0
		Asia-Pacific	0.0
		Latin America	0.0
UAV Drone Segments	Market Share	North America	0.0%
		Europe-Africa	0.0%
		Asia-Pacific	0.0%
		Latin America	0.0%
	Units Sold (000s)	North America	0.0
		Europe-Africa	0.0
		Asia-Pacific	0.0
		Latin America	0.0