

a) 1) d

|   | A               | B               |
|---|-----------------|-----------------|
| 0 | (44000) (44000) | (33000) (33000) |
| 1 | 14000 (30000)   | 11250 (21750)   |
| 2 | 18000 (12000)   | 9750 (12000)    |
| 3 | 24000 12000     | 12000 0         |
| 4 | 8000 20000      | 16000 16000     |

3 years 6 months      3 years

A  
 $24000/12 = 2$   
 $2 \times 6 = 12$

b) A  

$$\frac{\text{Profit}}{\text{Avg. Capital}} \times 100$$

$$\frac{20000}{44000} \times 100 = 45.45\%$$

Over 4 years

B  

$$\frac{16000}{33000} \times 100 = 48.48\%$$

Over 4 years

1  
2  
3  
4

c) A

|   | CASH FLOW | Discount Factor | Value   |
|---|-----------|-----------------|---------|
| 0 | (44000)   | 1               | (44000) |
| 1 | 14000     | 0.885           | 12390   |
| 2 | 18000     | 0.783           | 14094   |
| 3 | 24000     | 0.693           | 16632   |
| 4 | 8000      | 0.613           | 4904    |

NPV = Total Cash Flow - Initial Investment  

$$= 48020 - 44000$$

$$= 4020$$

Total Cash Flow = 48020

Ⓐ 1) c) B

|   | CASH FLOW | DIS. FACT. | Value   |
|---|-----------|------------|---------|
| 0 | (33000)   | 1          | (33000) |
| 1 | 11250     | 0.885      | 9956.25 |
| 2 | 9750      | 0.783      | 7634.25 |
| 3 | 17000     | 0.693      | 8316    |
| 4 | 16000     | 0.613      | 9808    |

$$NPV = 33000 - 35714.5 = -2714.5$$

Total  
Cash  
Flow

D) Project A has made profit\*, Therefore I'd pick A

\* According to NPV

E)

|   | CASH FLOW  | 14%   | 20%   | 14%   |
|---|------------|-------|-------|-------|
| 0 | (44000)    | 44000 |       |       |
| 1 | 14000      | 11760 | 11662 | 12278 |
| 2 | 18000      | 12708 | 12422 | 13842 |
| 3 | 24000      | 14232 | 13896 | 16200 |
| 4 | 8000       | 3992  | 3856  | 4736  |
|   | NPV = 1308 |       |       | -30%  |

RAN OUT OF  
TIME ☹️

- F) • Is the project profitable - Does it perform?
- Has the company been successful in the past?
  - Does it cost more than sale value to produce.
  - Is the company moving the "Right Way" with the product?

① 5) a) Programme Sponsorship - I.e a ~~big~~ bicycle company getting an advert on tv during the Tour de France, This would grow brand awareness to a target audience.

Sports Sponsorship - I.e Michelin sponsoring MotoGP, Again target audience showing capabilities of michelin products to boost sales

Individual Sponsorship - I.e Valentino Rossi and Monster, From a PR perspective simply being involved with Rossi would raise the profile of any company. It could also change a brands appearance, making a boring company "cool" in the eyes of viewers.

Social Sponsorship. Famous ~~example~~ being coca-cola and the Christmas period. This is a win win as they don't "directly" pay anyone to allow this to happen and have enormous and global out reach.

② S) b)

S.O.S. T.A.C

S - Small and Relatively unknown as well as under funded

O - Become ~~as~~ a successful team that can profit from racing <sup>LOL</sup>

S - Employ large and obviously ~~the~~ low cost marketing spree  
To grow brand awareness and collect potential sponsorship.

T - Use every person on team to employ social marketing  
Online or personal social media. Along with asking local  
companies to contribute

A - Create schedule for every person to post several  
things per week and actively engage with online  
community, Also to seek out local businesses that could  
help

C - Monitor situation and as brand grows and becomes known  
in the industry, slowly try and attract larger sponsors.  
Such as title sponsor to help funding and wages for team  
and technical sponsors for bikes and ~~tools~~ transport

It would be highly unlikely for large sponsorship  
without known brand and wide recognition, therefore starting  
slowly with local companies that may actually like to help  
would raise moral and keep efforts going. After time  
has passed and successful sponsorship has been found, Team social  
campaigns can stop. And professional marketing team brought in.

(c) It can be expanded to help the image of the brand through transport i.e. company cars/bikes, As well as team wear and other products such as branded mini Fridges and the usual "Tart" for sale. Football is a great example of this. It can also improve conditions back "at base" i.e. bigger and fancy workshop facilities, Licensing agreements such as limited edition versions of the teams bikes being sold in dealerships.

① → 1a) Intangible property can be protected in several ways:

Patents - On the vehicle itself along with any unique properties of the vehicle that apply to a Patent.

Trademarking all logo's and designs which will allow the company to take legal action to protect investments and ~~exclusive~~ exclusivity.

Trade Secrets - can be protected by N.D.A's. Trade secrets can also be extended unlike a Patent.

Copyright - Again can protect designs and prototypes of vehicles

2) a) The logo can be protected by Trademark and Copyright Law, Once filing is complete. As a logo is intangible it comes under intellectual property.

Steps for procedure:

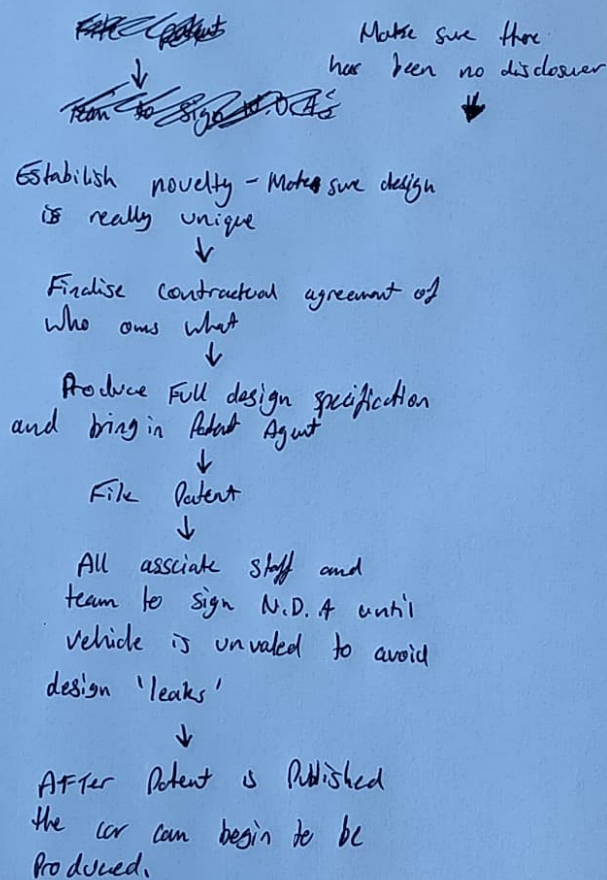
check for existing designs → Make sure design is distinctive enough → Apply For Copyright or Trademark  
From others

DO NOT Show logo until application is complete!

b) If the wheel is different and novel it may qualify to be patented. Although normally it will be the same procedure as above with trademark and copyright. It is also important for 3rd party companies that may produce the wheel to sign N.D.A's whilst under development and until car is ready to be launched. Also ensure that any casting or wheel specific tooling belongs to the company.

⑦ c) As this design is novel it could be able to be protected under patent law. This would be the first step before anyone knew about it and as quickly as possible.

Steps:



The biggest concern is ensuring team do not leak information until the car is ready. This stops design theft and allows advertising team to have max impact.