

GENERAL OBJECTIVE

IDENTIFY "BEST ECONOMIC CASE" - THAT COMBINATION
OF:

1. X-MODEL MIX,
2. MANUFACTURING PROCESS, AND
3. SALES VOLUME

WHICH OPTIMIZES EARNINGS/ROI.

ANALYSIS

IDENTIFY CONDITIONS THAT OPTIMIZE
EARNINGS/ROI.

TEST SENSITIVITY OF EARNINGS/ROI TO
VARIATIONS IN ESTIMATES.

COMPARE LONG RANGE EFFECTS OF X-MODEL
PRODUCTION VERSUS DO NOTHING.

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EXHIBIT 1
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