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BUSINESS STRATEGIES

TABLE 1: NET PRESENT VALUE - THE WORTH OF THE COMPANY

Tax Rate	40%	Projected Sales Price												
Inflation Rate	2%	Pro	\$4.99											
Discount Rate	18.5%	Family	\$6.99	(Figures below in 000's)										
Year	Projected Sales Quantity			Projected Revenue			Direct Costs (Variable)	General, Operating and Administrative Costs (Fixed)	Earnings Before Tax	Tax	Earnings After Tax	Cash Flow	PV (CF)	
	Pro	Family	Total	Pro	Family	Total								
0														
1	130	17	147	\$650	\$120	\$770	\$273	\$140	\$357	\$143	\$214	\$139	\$118	
2	160	21	181	\$800	\$148	\$966	\$342	\$230	\$394	\$158	\$237	\$376	\$268	
3	197	26	223	\$983	\$182	\$1,212	\$429	\$338	\$445	\$178	\$267	\$643	\$386	
												NPV	\$772	

TABLE 2: RESEARCH FINDINGS

FTR
Fishing Tackle Retailer
32 Can't-Miss Bass Lures
COST TO ADVERTISE IN MAGAZINE BACK PAGE : \$8,175 PER MONTH WILL COST \$0.01 PER SUBSCRIBER

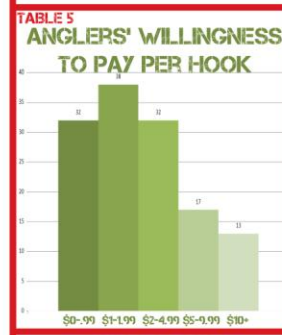
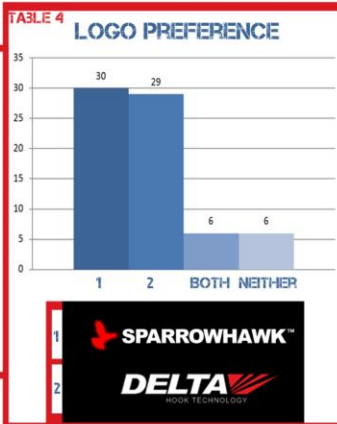
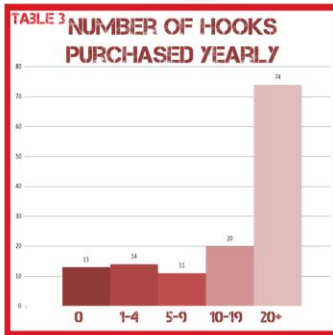
LARGEMOUTH BASS ARE NATIVE TO THE GREAT LAKES, THE MISSISSIPPI AND ST. LAWRENCE RIVERS' BASINS

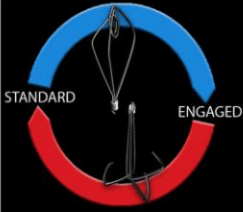
COST TO ADVERTISE ON FACEBOOK OR GOOGLE WITH A \$35 DAILY BUDGET: RECEIVE 52 HITS PER DAY = \$0.62/HIT

TABLES 3-5: SURVEY FINDINGS



SPARROWHAWK PRO





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SPARROWHAWK™

INNOVATIVE FISHING HOOK

PROBLEM

- DANGEROUS
- POOR HOLD
- SNAGS
- FOUL HOOKING



SOLUTION



- SAFE
- STRONG HOLD
- SNAG-RESISTANT
- ECO-FRIENDLY

OPPORTUNITY

- \$13 B MARKET SIZE
- IIT-ENGINEERING
- PATENT PENDING
- ONE PRODUCT SOLVES THREE PROBLEMS
- NPV : \$772,000





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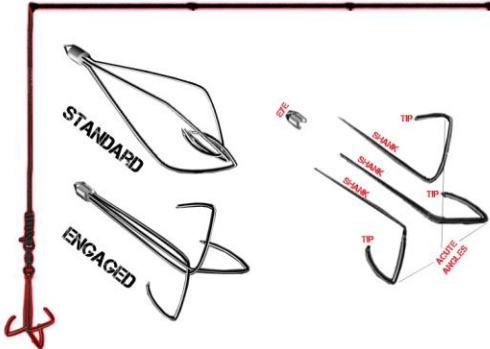
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PRODUCT DESIGNS DELTA
HOOK TECHNOLOGY

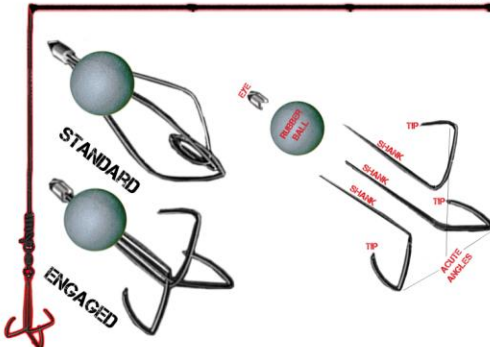
-  **BARBLESS**
-  **ENVIRONMENTALLY FRIENDLY**
-  **INVERTED HOOKS**
-  **DEPENDABLE CATCH AND HOLD**

ORIGINAL



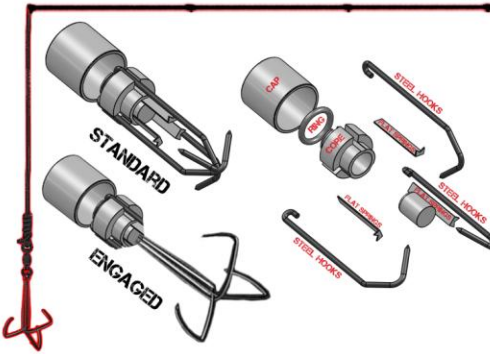
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - COST-EFFECTIVE - SIMPLE 	<ul style="list-style-type: none"> - HOOKS ARE ABLE TO MOVE IN UNINTENDED (OUTWARD) DIRECTIONS - CAN'T SCALE SHANK ANY SMALLER THAN 2 INCHES; NO FLEXIBILITY

RUBBER



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - RUBBER PROVIDES NECESSARY FLEXIBILITY - CHOICE OF RUBBER IS TEAR AND WEATHER RESISTANT - COST-EFFECTIVE 	<ul style="list-style-type: none"> - HOOKS ARE ABLE TO MOVE IN UNINTENDED (OUTWARD) DIRECTIONS

SWING



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - HOOKS FLEX IN THE CORRECT DIRECTION - CAP CAN BE MADE HEAVIER, TO COMPLY WITH WHAT ANGLERS PREFER 	<ul style="list-style-type: none"> - MORE EXPENSIVE THAN OTHER DESIGNS - REQUIRES HAND-ASSEMBLY - HEAVIER THAN OTHER DESIGNS