

Lecture 7

Strategy and Analysis in Using Net Present Value

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Decision Trees

Sensitivity Analysis, Scenario Analysis, and
Break-Even Analysis

Monte Carlo Simulation

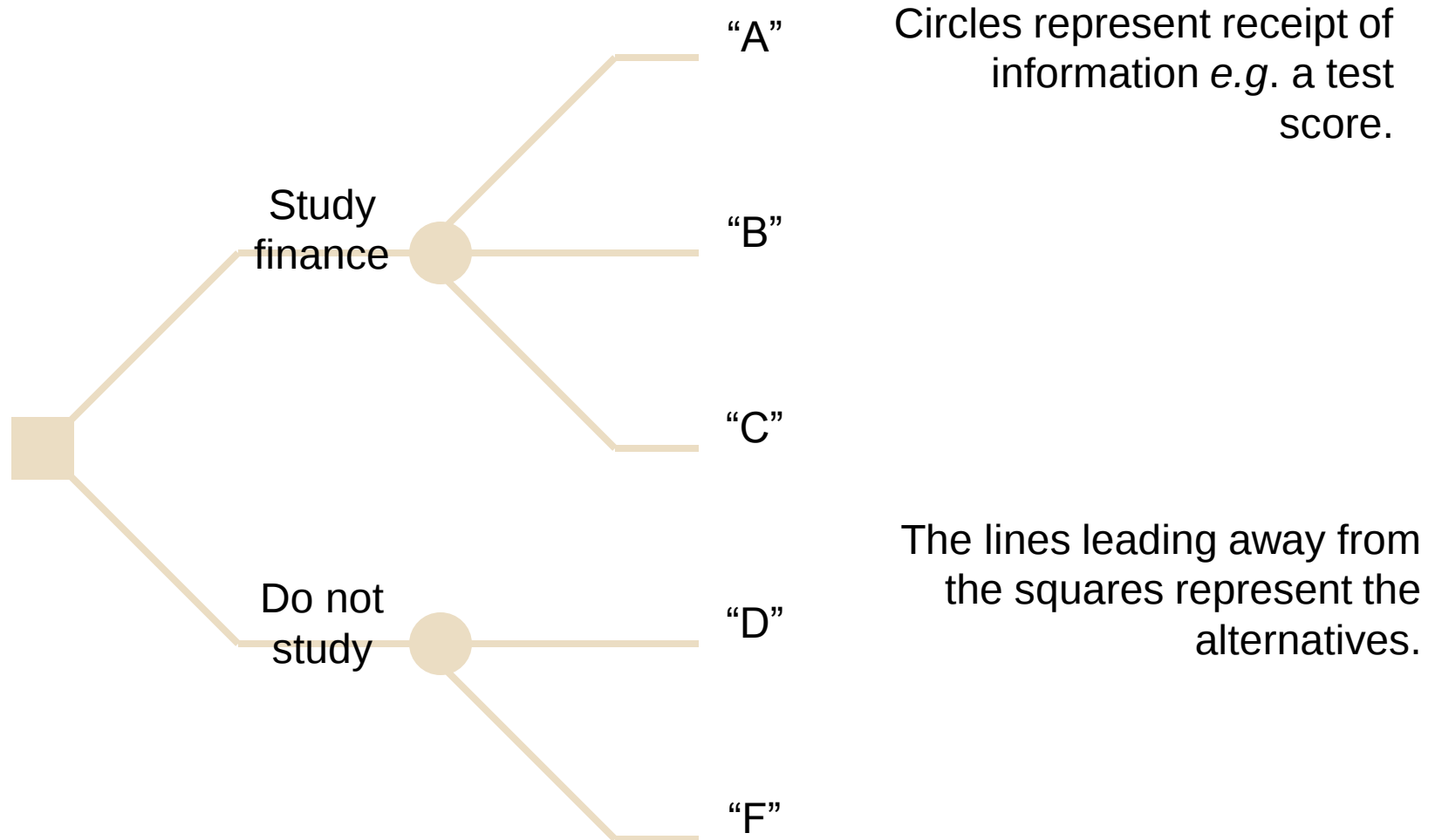
Options

Decision Trees

- Allow us to graphically represent the alternatives available to us in each period and the likely consequences of our actions.
- This graphical representation helps to identify the best course of action.

Example of Decision Tree

Squares represent decisions to be made.



Stewart Pharmaceuticals

- The Stewart Pharmaceuticals Corporation is considering investing in developing a drug that cures the common cold.
- A corporate planning group, including representatives from production, marketing, and engineering, has recommended that the firm go ahead with the test and development phase.
- This preliminary phase will last one year and cost \$1 billion. Furthermore, the group believes that there is a 60% chance that tests will prove successful.

Stewart Pharmaceuticals NPV of Full-Scale Production following Successful Test

Investment	Year 1	Years 2-5
Revenues		\$7,000
Variable Costs		(3,000)
Fixed Costs		(1,800)
Depreciation		(400)
Pretax profit		\$1,800
Tax (34%)		(612)
Net Profit		\$1,188
Cash Flow	-\$1,600	\$1,588

$$NPV = -\$1,600 + \sum_{t=1}^4 \frac{\$1,588}{(1.10)^t} = \$3,433.75$$

Note that the *NPV* is calculated as of date 1, the date at which the investment of \$1,600 million is made. Later we bring this number back to date 0.

Stewart Pharmaceuticals NPV of Full-Scale Production following Unsuccessful Test

Investment	Year 1	Years 2-5
Revenues		\$4,050
Variable Costs		(1,735)
Fixed Costs		(1,800)
Depreciation		(400)
Pretax profit		\$115
Tax (34%)		(39.10)
Net Profit		\$75.90
Cash Flow	-\$1,600	\$475

$$NPV = -\$1,600 + \sum_{t=1}^4 \frac{\$475.90}{(1.10)^t} = -\$91.461$$

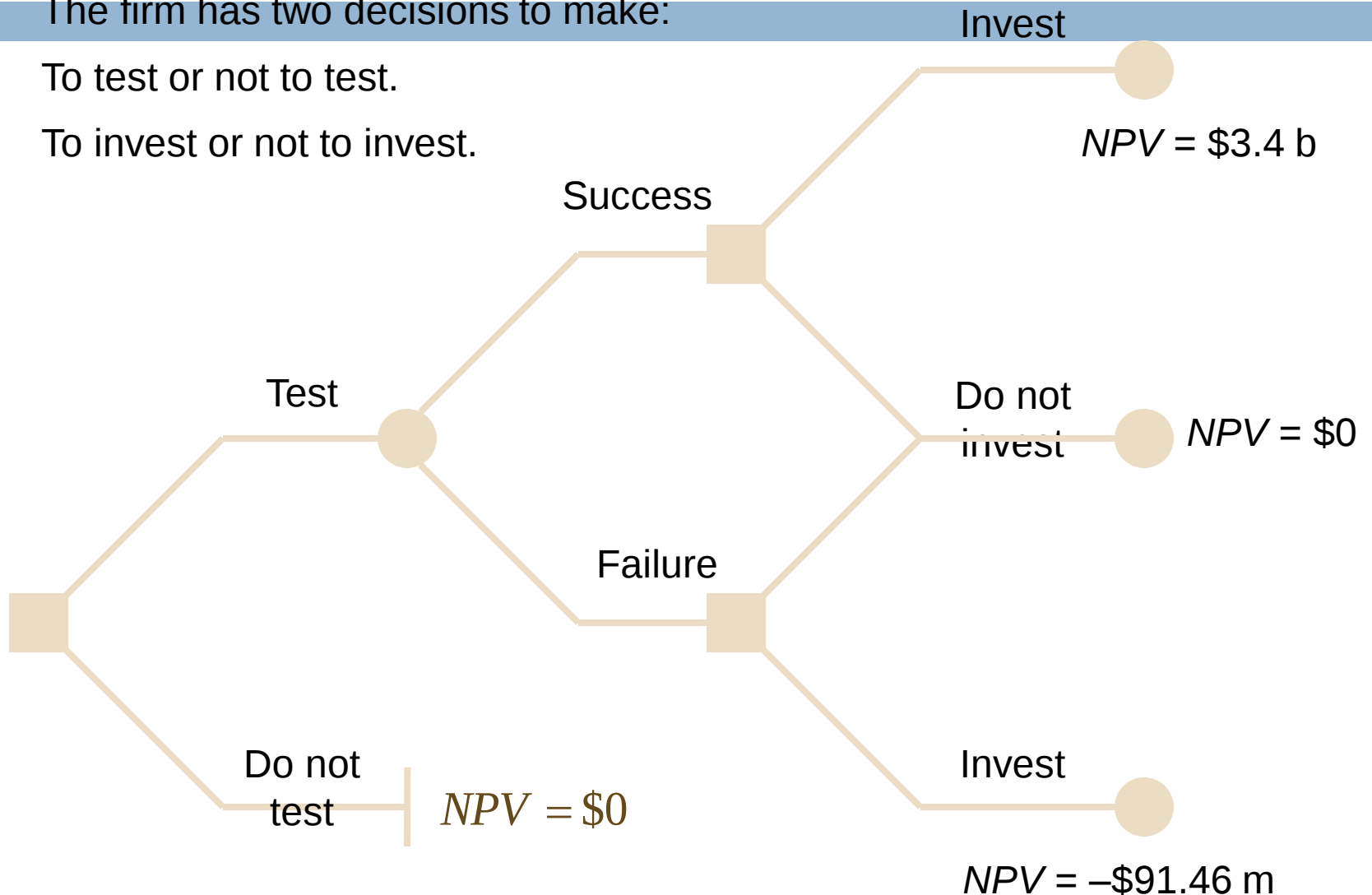
Note that the *NPV* is calculated as of date 1, the date at which the investment of \$1,600 million is made. Later we bring this number back to date 0.

Decision Tree for Stewart Pharmaceutical

The firm has two decisions to make:

To test or not to test.

To invest or not to invest.



Stewart Pharmaceutical: Decision to Test

- Let's move back to the first stage, where the decision boils down to the simple question: should we invest?

- The expected payoff evaluated at date 1 is:

$$\text{Expected payoff} = \left(\text{Prob. success} \times \text{Payoff given success} \right) + \left(\text{Prob. failure} \times \text{Payoff given failure} \right)$$

$$\text{Expected payoff} = (.60 \times \$3,433.75) + (.40 \times \$0) = \$2,060.25$$

- The NPV evaluated at date 0 is:

$$NPV = -\$1,000 + \frac{\$2,060.25}{1.10} = \$872.95$$

So we should test.

Sensitivity Analysis, Scenario Analysis, and Break-Even Analysis

- Allows us to look the behind the NPV number to see firm our estimates are.
- When working with spreadsheets, try to build your model so that you can just adjust variables in one cell and have the NPV calculations key to that.

Sensitivity Analysis: Stewart

Pharmaceuticals

- We can see that NPV is very sensitive to changes in revenues. In the Stewart Pharmaceuticals example, a 14% drop in revenue leads to a 61% drop in NPV

$$\% \Delta \text{Rev} = \frac{\$8,000 - \$7,000}{\$7,000} = -14.29\%$$

$$\% \Delta \text{NPV} = \frac{\$1,341.64 - \$3,433.75}{\$3,433.75} = -60.93\%$$

- For every 1% drop in revenue we can expect roughly a 4.25% drop in NPV

$$4.25 = \frac{-60.93\%}{14.29\%}$$

Scenario Analysis: Stewart Pharmaceuticals

- A variation on sensitivity analysis is scenario analysis.
- For example, the following three scenarios could apply to Stewart Pharmaceuticals:
 1. The next years each have heavy cold seasons, and sales exceed expectations, but labor costs skyrocket.
 2. The next years are normal and sales meet expectations.
 3. The next years each have lighter than normal cold seasons, so sales fail to meet expectations.
- Other scenarios could apply to FDA approval for their drug.

Break-Even Analysis: Stewart

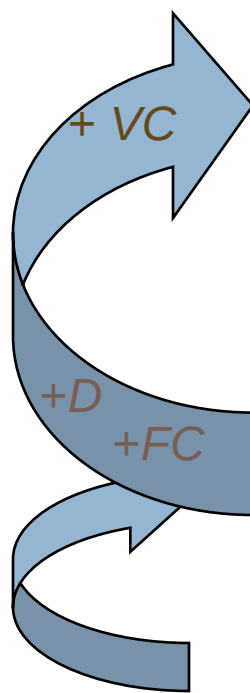
Pharmaceuticals

- Another way to examine variability in our forecasts is break-even analysis.
- In the Stewart Pharmaceuticals example, we could be concerned with break-even revenue, break-even sales volume or break-even price.
- To find either, we start with the break-even operating cash flow.

Break-Even Revenue Stewart Pharmaceuticals

Work backwards from OCF_{BE} to Break-Even Revenue

Revenue			\$5,358.72
Variable cost			\$3,000
Fixed cost			\$1,800
Depreciation			<u>\$400</u>
EBIT			\$158.72
Tax (34%)	$\frac{\$104.75}{0.66}$		<u>\$53.97</u>
Net Income			\$104.75
$OCF = \$104.75 + \400			\$504.75



Break-Even Analysis: P_{BE}

- Now that we have break-even revenue as \$5,358.72 million we can calculate break-even price.
- The original plan was to generate revenues of \$7 billion by selling the cold cure at \$10 per dose and selling 700 million doses per year,
- We can reach break-even revenue with a price of only:

$$P_{BE} = \frac{\$5,358.72}{700 \text{ million}} = \$7.65 / \text{dose}$$
$$\$5,358.72 \text{ million} = 700 \text{ million} \times P_{BE}$$

Break-Even Analysis: Dorm Beds

- Recall the “Dorm beds” example from the previous chapter.
- We could be concerned with break-even revenue, break-even sales volume or break-even price.

Dorm Beds Example

Consider a project to supply the University of Missouri with 10,000 dormitory beds annually for each of the next 3 years.

Your firm has half of the woodworking equipment to get the project started; it was bought years ago for \$200,000: is fully depreciated and has a market value of \$60,000. The remaining \$100,000 worth of equipment will have to be purchased.

The engineering department estimates you will need an initial net working capital investment of \$10,000.

Dorm Beds Example

The project will last for 3 years. Annual fixed costs will be \$25,000 and variable costs should be \$90 per bed.

The initial fixed investment will be depreciated straight line to zero over 3 years. It also estimates a (pre-tax) salvage value of \$10,000 (for all of the equipment).

The marketing department estimates that the selling price will be \$200 per bed.

You require an 8% return and face a marginal tax rate of 34%.

Dorm Beds OCF_0

What is the OCF in year zero for this project?

Cost of New Equipment \$100,000

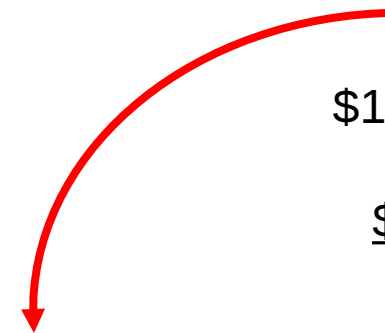
Net Working Capital Investment \$10,000

Opportunity Cost of Old Equipment ~~\$149,600~~ \$39,600 =
\$60,000 $\times$ (1-.34)

Dorm Beds $OCF_{1,2}$

What is the OCF in years 1 and 2 for this project?

Revenue	$10,000 \times \$200 =$	\$2,000,000
Variable cost	$10,000 \times \$90 =$	\$900,000
Fixed cost		\$25,000
Depreciation	$100,000 \div 3 =$	<u>\$33,333</u>
EBIT		\$1,041,666.67
Tax (34%)		<u>\$354,166.67</u>
Net Income		\$687,500
$OCF = \$687,500 + \$33,333$		\$720,833.33



Dorm Beds OCF_3

Revenue	$10,000 \times \$200 =$	\$2,000,000
Variable cost	$10,000 \times \$90 =$	\$900,000
Fixed cost		\$25,000
Depreciation	$100,000 \div 3 =$	<u>\$33,333</u>
EBIT		\$1,041,666.67
Tax (34%)		<u>\$354,166.67</u>
Net Income		\$687,500
$OCF = \$687,500 + \$33,333$		\$720,833.33

We get our \$10,000 NWC back and sell the equipment.

The after-tax salvage value is $\$6,600 = \$10,000 \times (1 - .34)$

Thus, $OCF_3 = \$720,833.33 + \$10,000 + \$6,600 = \mathbf{\$737,433.33}$

Dorm Beds Break-Even Analysis

- In this example, we should be concerned with break-even price.
- Let's start by finding the revenue that gives us a zero NPV.
- To find the break-even revenue, let's start by finding the break-even operating cash flow (OCF_{BE}) and work backwards through the income statement.

Break-Even Analysis: OCF_{BE}

First, set your calculator to 1 payment per year.

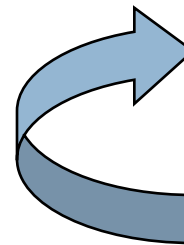
Then find the operating cash flow the project must produce each year to break even:

N	3
I/Y	8
PV	- 136,422.38
PMT	52,936.46
FV	0

Break-Even Revenue

Work backwards from OCF_{BE} to Break-Even Revenue

Revenue	$10,000 \times \$P_{BE} =$	\$988,035.04
Variable cost	$10,000 \times \$90 =$	\$900,000
Fixed cost		\$25,000
Depreciation	$100,000 \div 3 =$	<u>\$33,333</u>
EBIT		\$29,701.71
Tax (34%)	$\frac{\$19,603.13}{0.66}$	<u>\$10,098.58</u>
Net Income		\$19,603.13
$OCF = \$19,603.13 + \$33,333$		\$52,936.46



Break-Even Analysis

- Now that we have break-even revenue we can calculate break-even price
- If we sell 10,000 beds, we can reach break-even revenue with a price of only:

$$P_{BE} \times 10,000 = \$988,035.34$$

$$P_{BE} = \$98.80$$

Common Mistake in Break-Even

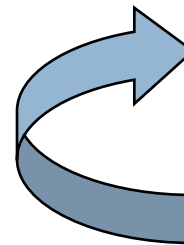
- What's wrong with this line of reasoning?
- With a price of \$200 per bed, we can reach break-even revenue with a sales volume of only:

$$\text{Break - even sales volume} = \frac{\$988,035.04}{\$200} = 4,941 \text{ beds}$$

As a check, you can plug 4,941 beds into the problem and see if the result is a zero NPV.

Don't Forget that Variable Cost Varies

Revenue	$Q_{BE} \times \$200 =$	$\$88,035.04 + Q_{BE} \times \110
Variable cost	$Q_{BE} \times \$90 =$	\$?
Fixed cost		\$25,000
Depreciation	$100,000 \div 3 =$	<u>\$33,333</u>
EBIT		\$29,701.71
Tax (34%)	$\frac{\$19,603.13}{0.66}$	<u>\$10,098.58</u>
Net Income		\$19,603.13
$OCF = \$19,603.13 + \$33,333$		\$52,936.46



Break-Even Analysis

- With a contribution margin of \$110 per bed, we can reach break-even revenue with a sales volume of only:

$$Q_{BE} = \frac{\$88,035.04}{\$110} = 801 \text{ beds}$$

- If we sell 10,000 beds, we can reach break-even gross profit with a contribution margin of only \$8.80:

$$CM_{BE} \times 10,000 = \$88,035.04$$

$$CM_{BE} = \$8.80$$

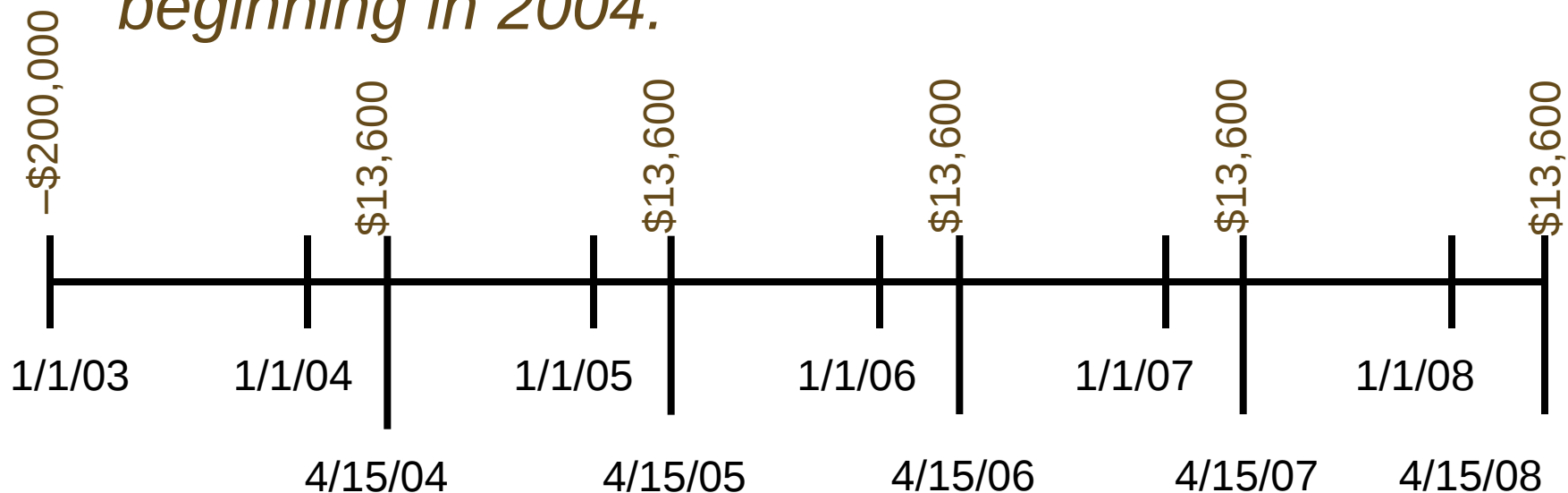
- If variable cost = \$90, then $P_{BE} = \$98.80$

Break-Even Lease Payment

Joe Machens is contemplating leasing the University of Missouri a fleet of 10 minivans. The cost of the vehicles will be \$20,000 each. Joe is in the 34% tax bracket; the University is tax-exempt. Machens will depreciate the vehicles over 5 years straight-line to zero. There will be no salvage value. The discount rate is 7.92% per year APR. They pay their taxes on April 15 of each year. Calculate the smallest MONTHLY lease payment that Machens can accept. Assume that today is January 1, 2003 and the first payment is due on January 31, 2003

Break-Even Lease Payment: Depreciation

- Let's cash flow this out from Joe's perspective.
- The operating cash flow at time zero is –
- ~~\$200,000~~ The depreciation tax shields are worth $0.34 \times \$40,000 = \$13,600$ each April 15, *beginning in 2004.*



Where we're at so far:

- The cars do not cost Joe Machens \$200,000.
- When we consider the present value of the depreciation tax shields, they only cost Joe
$$\$200,000 - \$53,176.99 = \$146,823.01$$
- Had there been salvage value it would be even less.
- Now we need to find out how big the price has to be each month for the next 60 months.
- First let's find the PV of our tax liabilities; then we'll find the PV of our gross income.

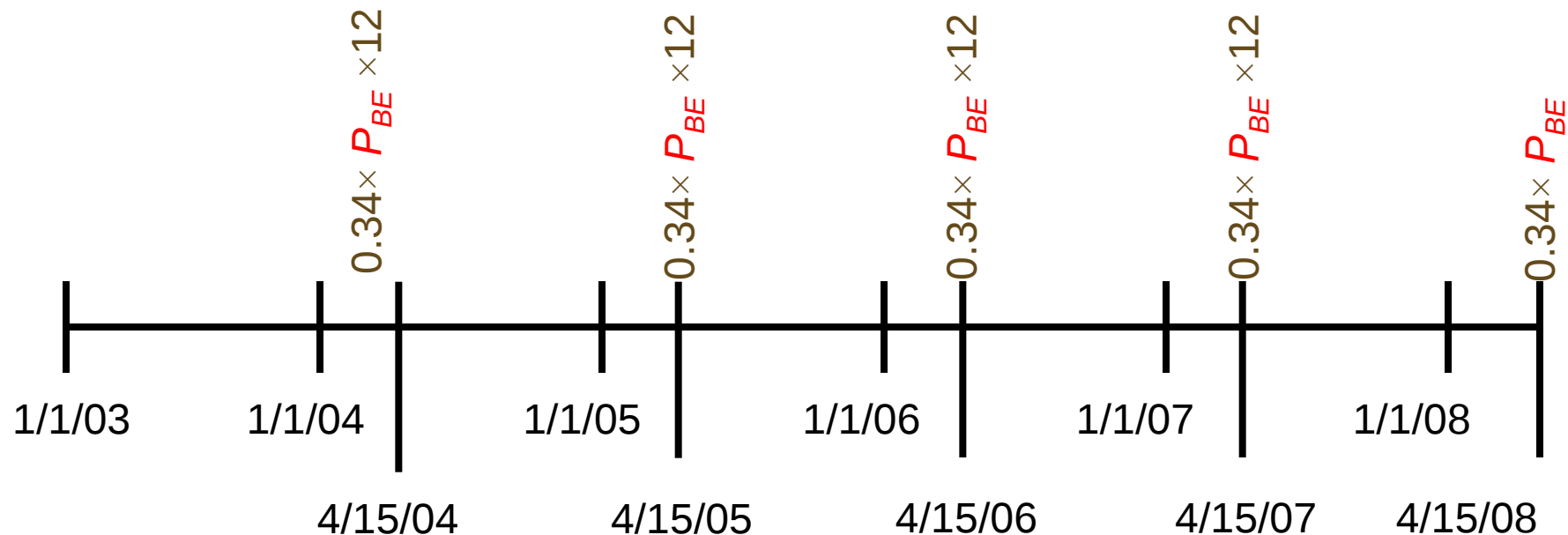
Step Two: Taxes

□ Recall that taxes are paid each April 15.

Joe has to pay taxes *on last year's income*

- Taxes are $0.34 \times P_{BE} \times 12$

Due each April 15, beginning in 2004 since our first year's income is 2003



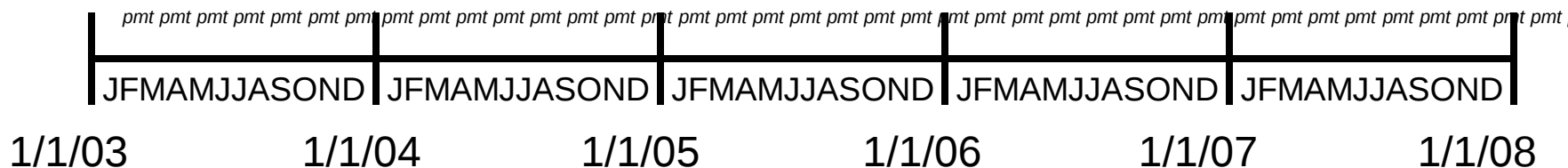
This has a PV = $15.95 \times P_{BE}$

Solution: Payments

- In addition to the depreciation tax shields and income taxes,

Joe gets paid P_{BE} once a month for 60 months

Even though we don't know the dollar amount of P_{BE} yet, we can find the present value interest factor of \$1 a month for 60 months and multiply that (turns out to be 49.41) by P_{BE}



Solution (continued)

□ So the least Joe can charge is:

$$\$200,000 - \$53,176.99 =$$

$$\$146,823.01 = \$P_{BE} \times 49.41 - \$P_{BE} \times 15.95)$$

Cost of Cars net of
Depreciation Tax
Shield

PV of Gross
Revenue

PV of Tax liability

$$P_{BE} = \$4,387.80$$

(\$438.78 per month per car for a fleet of 10 cars)

Monte Carlo Simulation

- Monte Carlo simulation is a further attempt to model real-world uncertainty.
- This approach takes its name from the famous European casino, because it analyzes projects the way one might analyze gambling strategies.

Monte Carlo Simulation

- Imagine a serious blackjack player who wants to know if he should take the third card whenever his first two cards total sixteen.
 - ▣ He could play thousands of hands for real money to find out.
 - ▣ This could be hazardous to his wealth.
 - ▣ Or he could play thousands of practice hands to find out.
- Monte Carlo simulation of capital budgeting projects is in this spirit.

Monte Carlo Simulation

- Monte Carlo simulation of capital budgeting projects is often viewed as a step beyond either sensitivity analysis or scenario analysis.
- Interactions between the variables are explicitly specified in Monte Carlo simulation, so at least theoretically, this methodology provides a more complete analysis.
- While the pharmaceutical industry has pioneered applications of this methodology, its use in other industries is far from widespread.

Options

- One of the fundamental insights of modern finance theory is that options have value.
- The phrase “We are out of options” is surely a sign of trouble.
- Because corporations make decisions in a dynamic environment, they have options that should be considered in project valuation.

Options

- The Option to Expand
 - ▣ Has value if demand turns out to be higher than expected.
- The Option to Abandon
 - ▣ Has value if demand turns out to be lower than expected.
- The Option to Delay
 - ▣ Has value if the underlying variables are changing with a favorable trend.

The Option to Expand

- Imagine a start-up firm, Campusteria, Inc. which plans to open private (for-profit) dining clubs on college campuses.
- The test market will be your campus, and if the concept proves successful, expansion will follow nationwide.
- Nationwide expansion, if it occurs, will occur in year four.
- The start-up cost of the test dining club is only \$30,000 (this covers leaseholder improvements and other expenses for a vacant restaurant near campus).

Campusteria *pro forma* Income Statement

Investment	Year 0	Years 1-4
Revenues		\$60,000
Variable Costs		(\$42,000)
Fixed Costs		(\$18,000)
Depreciation		(\$7,500)
Pretax profit		(\$7,500)
Tax shield 34%		\$2,550
Net Profit		-\$4,950
Cash Flow	-\$30,000	\$2,550

We plan to sell 25 meal plans at \$200 per month with a 12-month contract.

Variable costs are projected to be \$3,500 per month.

Fixed costs (the lease payment) are projected to be \$1,500 per month.

We can depreciate our capitalized leaseholder improvements.

$$NPV = -\$30,000 + \sum_{t=1}^4 \frac{\$2,550}{(1.10)^t} = -\$21,916.84$$

The Option to Expand: Valuing a Start-Up

- Note that while the Campusteria *test site* has a negative NPV, we are close to our break-even level of sales.
- *If* we expand, we project opening 20 Campusterias in year four.
- *The value of the project is in the option to expand.*
- If we hit it big, we will be in a position to score large.
- We won't know if we don't try.

Discounted Cash Flows and Options

- We can calculate the market value of a project as the sum of the NPV of the project without options and the value of the managerial options implicit in the project.

$$M = NPV + Opt$$

- A good example would be comparing the desirability of a specialized machine versus a more versatile machine. If they both cost about the same and last the same amount of time the more versatile machine is more valuable because it comes with options.

The Option to Abandon: Example

- Suppose that we are drilling an oil well. The drilling rig costs \$300 today and in one year the well is either a success or a failure.
- The outcomes are equally likely. The discount rate is 10%.
- The *PV* of the successful payoff at time one is \$575.
- The *PV* of the unsuccessful payoff at time one is \$0.

The Option to Abandon: Example

Traditional NPV analysis would indicate rejection of the project.

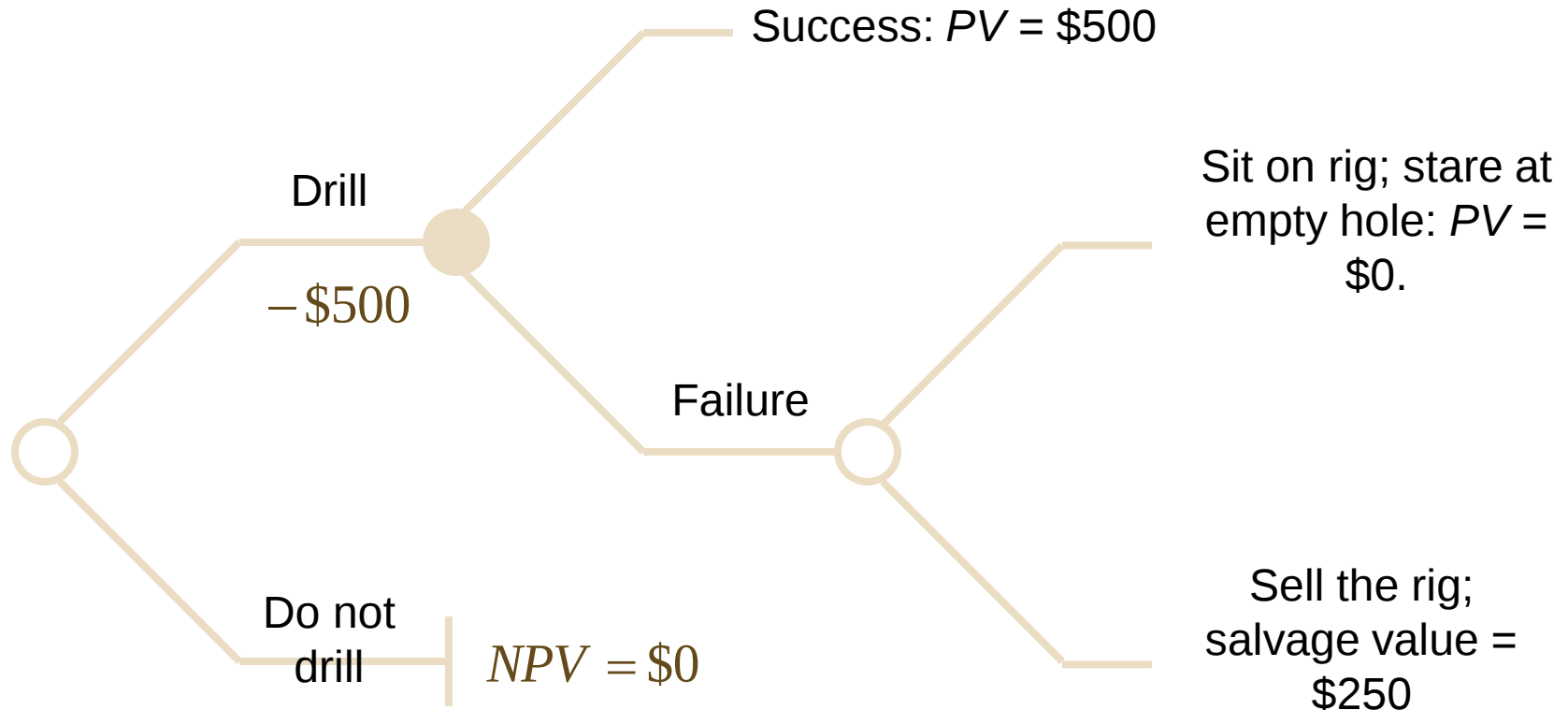
$$\text{Expected Payoff} = \text{Prob.} \times \text{Successful Payoff} + \text{Prob.} \times \text{Failure Payoff}$$

$$\text{Expected Payoff} = (0.50 \times \$575) + (0.50 \times \$0) = \$287.50$$

$$NPV = -\$300 + \frac{\$287.50}{1.10} = -\$38.64$$

The Option to Abandon: Example

Traditional NPV analysis overlooks the option to abandon.



The firm has two decisions to make: drill or not, abandon or stay.

The Option to Abandon: Example

- When we include the value of the option to abandon, the drilling project should proceed:

$$\text{Expected Payoff} = \text{Prob.} \times \text{Successful Payoff} + \text{Prob.} \times \text{Failure Payoff}$$

$$\text{Expected Payoff} = (0.50 \times \$575) + (0.50 \times \$250) = \$412.50$$

$$NPV = -\$300 + \frac{\$412.50}{1.10} = \$75.00$$

Valuation of the Option to Abandon

- Recall that we can calculate the market value of a project as the sum of the NPV of the project without options and the value of the managerial options implicit in the project.

$$M = NPV + Opt$$

$$\$75.00 = -\$38.61 + Opt$$

$$\$75.00 + \$38.61 = Opt$$

$$Opt = \$113.64$$

The Option to Delay: Example

<i>Year</i>	<i>Cost</i>	<i>PV</i>	<i>NPV_t</i>	<i>NPV₀</i>
0	\$ 20,000	\$ 25,000	\$5,000	\$5,000
1	\$ 18,000	\$ 25,000	\$7,000	\$6,364
2	\$ 17,100	\$ 25,000	\$7,900	\$6,529
3	\$ 16,929	\$ 25,000	\$8,071	\$6,064
4	\$ 16,760	\$ 25,000	\$8,240	\$5,628

$$\$6,529 = \frac{\$7,900}{(1.10)^2}$$

- Consider the above project, which can be undertaken in any of the next 4 years. The discount rate is 10 percent. The present value of the benefits at the time the project is launched remain constant at \$25,000, but since costs are declining the NPV at the time of launch steadily rises.
- The best time to launch the project is in year 2—