

thyssenkrupp Manager Cup 2018

Economic Forecast Period 1 (Main Round)

General economic data

If you open up the economic parts of the big dailies, you will essentially receive positive news. The economy has been very lively for quite some time now.

- The overall economy is expected to grow by about 3%.
- At the same time, general investment growth of about 2% is expected.
- The inflation rate rises moderately by about 1%.
- Due to the constant high demand for labor, employees can on average earn about 3% higher wages.

International relations have remained largely unchanged. From originally sporadically planned trade barriers and tariffs, important industrial nations have finally refrained from doing so. In addition, new subcontracting companies have jumped on the E-BIKE train in South America and Asia. Increased international competition between suppliers is leading to more favorable procurement conditions for E-BIKE manufacturers.

Branch news

At the recent association meeting of the bicycle industry the most important industry developments were discussed. The demand for E-BIKES is also noticeably on the rise. Growth rates of 15% or more are considered realistic by industry experts for the coming fiscal year. The innovative means of transport E-BIKE is becoming more and more popular. The clientele is ready to pay relatively high prices. But only if the product quality meets the high standards.

The German government also likes the product. As part of a public tender, 1000 bikes are to be procured for the deputies in Berlin. The application for the contract is voluntary. The cheapest provider wins. Due to the price regulation for public contracts, the price offered here should not be higher than that obtained in the general market.

Furthermore, you have the option to commission an engineering firm with a so-called "value analysis". As a result, the handling of materials in manufacturing is made more efficient, resulting in lower material costs. How well this works, shows the value analysis index. The higher this turns out, the better. For example, a value of 110 indicates that 100 material units (consumables / parts) are needed to produce 110 E-BIKES.

The following values change from period 0 to period 1:

		Period 0	Period 1
Inflation index		100,0	101,0
Wages / salaries			
Procurement	TEUR	30	31
Administration	TEUR	28	29
Production	TEUR	30	31
R & D	TEUR	44	45
Sales	TEUR	40	41
Materials E-BIKE I	EUR/piece	50	48