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10-3. The Baldwin Bicycle Company. In May 1983, Suzanne Leister, marketing vice president of Baldwin Bicycle Company, was mulling over the discussion she had the previous day with Karl Knott, a buyer from Hi-Valu Store, Inc. Hi-Valu operated a chain of discount department stores in the Northwest.

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Synopsis of Case: Synopsis of Case Baldwin Bicycle Company (BBC) has been making "above average" bicycles for almost 40 years Hi-Valu Stores Inc. (HVS) has approached BBC to produce a "house-brand" of bicycles for them Hi-Valu wants the Challenger to look different and cost less than Baldwin's regular line Preliminary financial analysis of the proposal is needed

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If Baldwin accetsthe deal, it willlose 3000 units of regularbikesale. Therelevantcost of erosion is thecontributionsmargin Salesrevenue per unit (year 1982): 10872000 / 98791 units = 110,05 \$ per unit

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The present assignment presents the accounting and financial impact on an organization Baldwin Bicycle Company currently, operating in business of bicycle and proposing to include new range of bicycle. In a marketing strategy introduction of new production leads a company to rise in growth and ...

Financial Impact On An Organization: Baldwin Bicycle Company

Read through the Baldwin Bicycle Case materials and answer the following questions. 1. Based on the income statement for 1992 and the information in item 5 of exhibit 2 that the company sold 98,791 bicycles for 1992, how much was the average per unit sales price, average per unit cost of sales, and average gross margin per bicycle 2.

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