

## Primus Automation Division Case Solution

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### Primus Automation Division Case Solution

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In this case, solutions are needed to be organized for that relevant employee/ manager/executive/ leader etc. Step 8 - Laying down the implementation framework The solution to the case study does not end at identifying the main issues, the key players and recommending solutions for the company, business unit or individual.

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### Primus Automation Division Case Solution

INTRODUCTION OF Primus Automation Division 2002 CASE SOLUTION The Harvard business review has published the Primus Automation Division 2002 Case Study. Like all HBR case studies, the Primus Automation Division 2002 Case is designed and drafted in a manner to allow the reader to experience a real-world problem and solve it accordingly.

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Question 1 1. What is leasing and what advantages or disadvantages does it have over debt? Leases are similar to debt. However, as an alternative to debt, leases differ in that they transfer tax benefits to the lessee. However, the case's perspective is that of the lessor who is

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An innovative producer of world-class factory-automation products and services, with operations in the US, Europe and Asia.

### **Primus Automation Division - Primus Automation Division ...**

Observations Honshu is not competitive in any scenario for any of the four options Observations Leasing Options Leasing Conditions Primus  
Competition Avantjet Financial Environment What Should Primus Offer? The higher the cost of debt, the more attractive leasing looks Three

### **Primus Automation by Gary Farris - Prezi**

1. Why is Primus Automation considering the lease of its factory-automation system to Avantjet? 2. How did Tom Baumann analyze the problem of setting the lease-financing terms? How does he calculate NPV and internal rate of return (IRR) for the lease and borrow-and-buy alternatives? Complete case Exhibit 6. 3.

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Primus Automation Division 2002 Harvard Case Solution & Analysis Primus Automation Division 2002 Case Solution In early 2002, the analyst, Tom Baumann, have to offer leasing terms one of the leading factory automation systems of the company to its biggest customers.

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Primus Automation Division Primus Automation, a division of a large, worldwide manufacturing and services firm, was an innovative producer of world-class factory-automation products and services, with operations in the United States, Europe, and Asia. Primus's products included programmable

### **Primus Automation 31Oct08**

Primus Automation Case Study In: Business and Management Submitted By garretking Words 1960 Pages 8. Primus Automation Division Matthew Probst, Matthew Kennedy, Hailey Ritenour Executive Summary Primus Automation is a manufacturer and services firm that has operations worldwide. Primus's products include, Programmable Controllers, Numerical ...

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Primus Automation Division 2002 Case Solution, Early 2002 has an analyst Tom Baumann, propose terms for the lease of one of his company's advanced factory automation systems to a major customer. From th

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### **Primus Automation Division 2002 Case Solution & Case ...**

Decision Summary  
Pick Option 3  
Operating lease  
Option 1 and 2 do not give Primus a positive NPV  
Option 3 and 4 give Primus a positive NPV  
However, with option 4 there would not be a net advantage to leasing between Primus and Honshu Heavy Industries, so we would risk potentially losing this business. 29.

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### **(PDF) Primus Automation Division, 2002 - ResearchGate**

In early 2002, an analyst, Tom Baumann, must propose terms for leasing one of his company's advanced factory-automation systems to a major customer. From the lessor's standpoint, the challenge is simply to design an annuity stream that yields a present value equal to, or greater than, the value of the asset being leased.