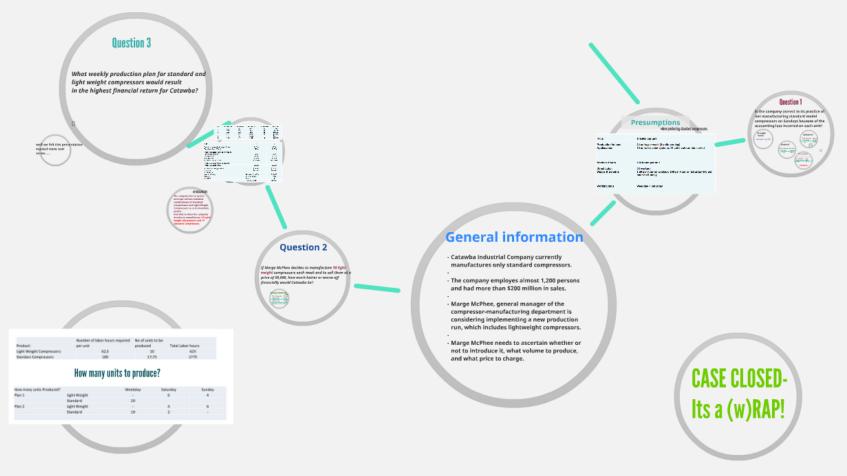


Catawba industrial company Harvard Case Solution & Analysis

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General information

 Catawba industrial Company currently manufactures only standard compressors.

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• The company employes almost 1,200 persons and had more than \$200 million in sales.

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 Marge McPhee, general manager of the compressor-manufacturing department is considering implementing a new production run, which includes lightweight compressors.

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 Marge McPhee needs to ascertain whether or not to introduce it, what volume to produce, and what price to charge.

Presumptions

when producing standard compressors

Price \$10,000 per unit

Production Volume 24 units per week (4 units per day)

Appliacation 10 units for paint systems 14 units sold on the market

Machine Hours 100 hours per unit

Direct Labor 50 workers

Wages & Benefits \$ 20 per hour on weekday \$30 per hour on Saturday \$40 per

hour on Sunday

Working days Weekday + Saturday

Question 1

Is the company correct in its practice of not manufacturing standard model compressors on Sundays because of the accounting loss incurred on each unit?



We are going to find out the

economic profit

Standard profit

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Total Revenue $10.000
- Total Cost $10.900
= Loss ($900)
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Economic pro

Lightweight profit

Total Revenue

- Total Cost

= Loss

\$8.000

\$8.451

\$(451)

Sunday costs

Weekday cost \$5.951 Add. labor cost \$2.500 (\$4000x0,625%) Total costs \$8.451