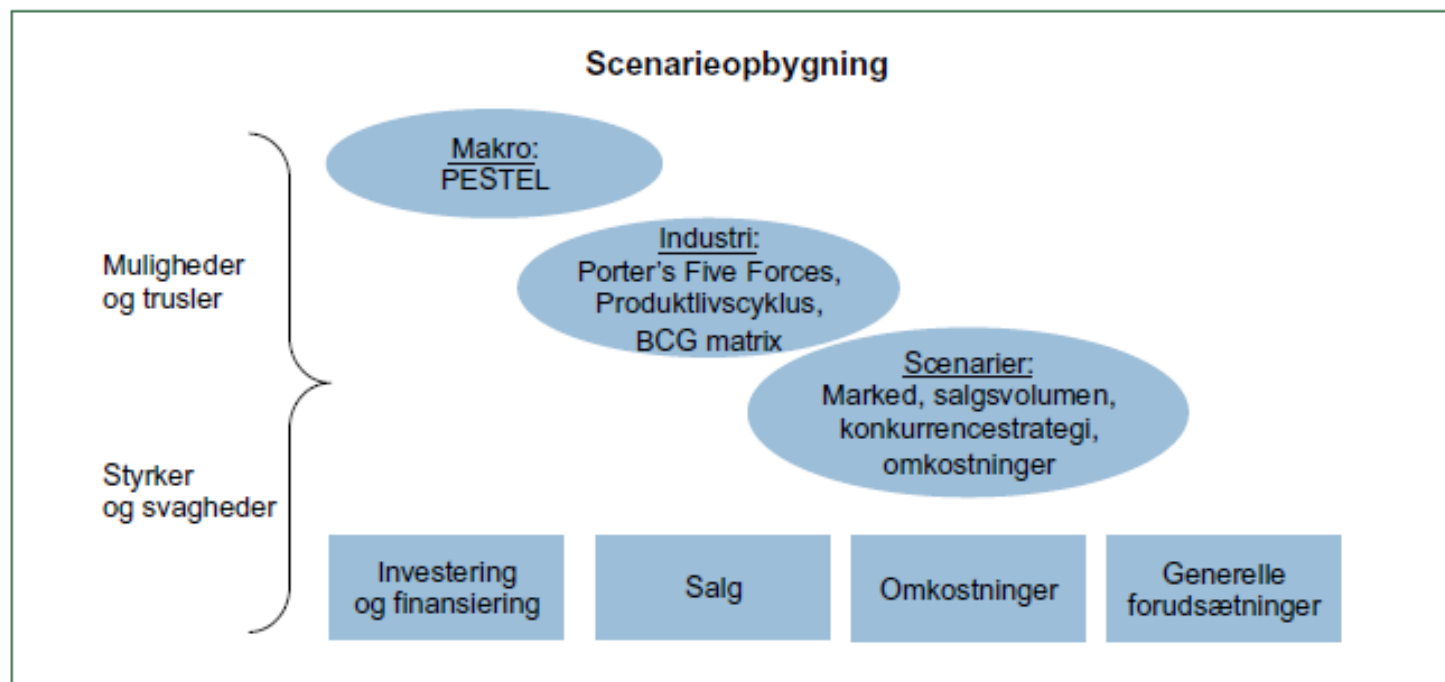


Strategisk investering og finansiering

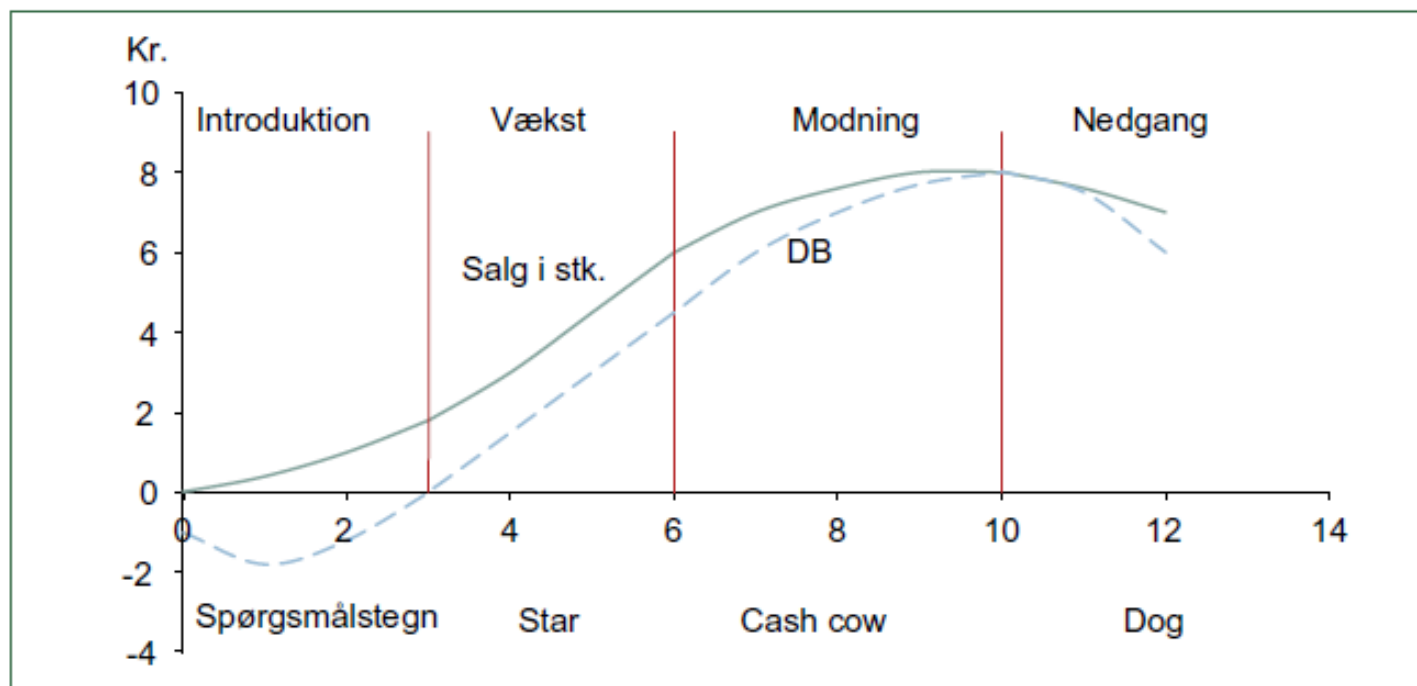
Kapitel 3 – Budgettering af cash flow

Kapitel 4 – Finansiell vurdering af investeringer

Kapitel 5 – Optimal investeringshorisont og
genanskaffelse (levetidskalkuler)



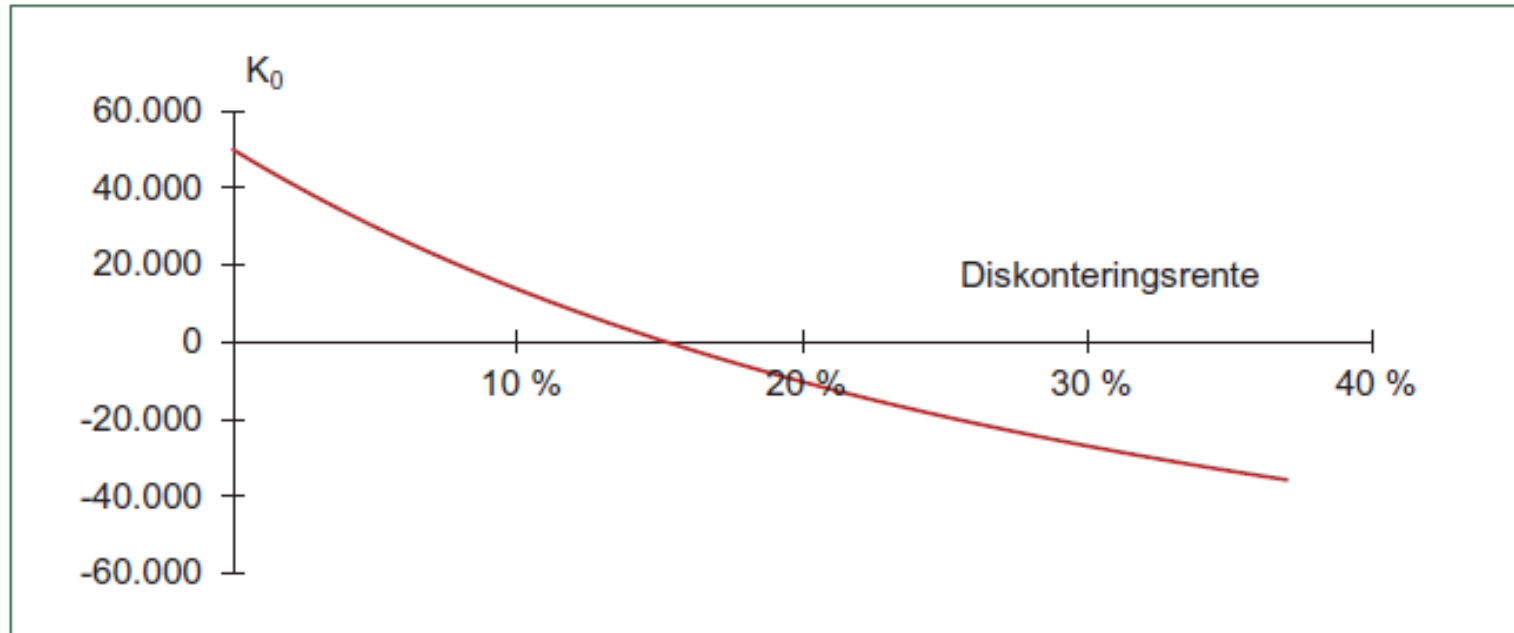
Figur 3.1 Scenarieopbygning ved anvendelse af strategiske analyseværktøjer



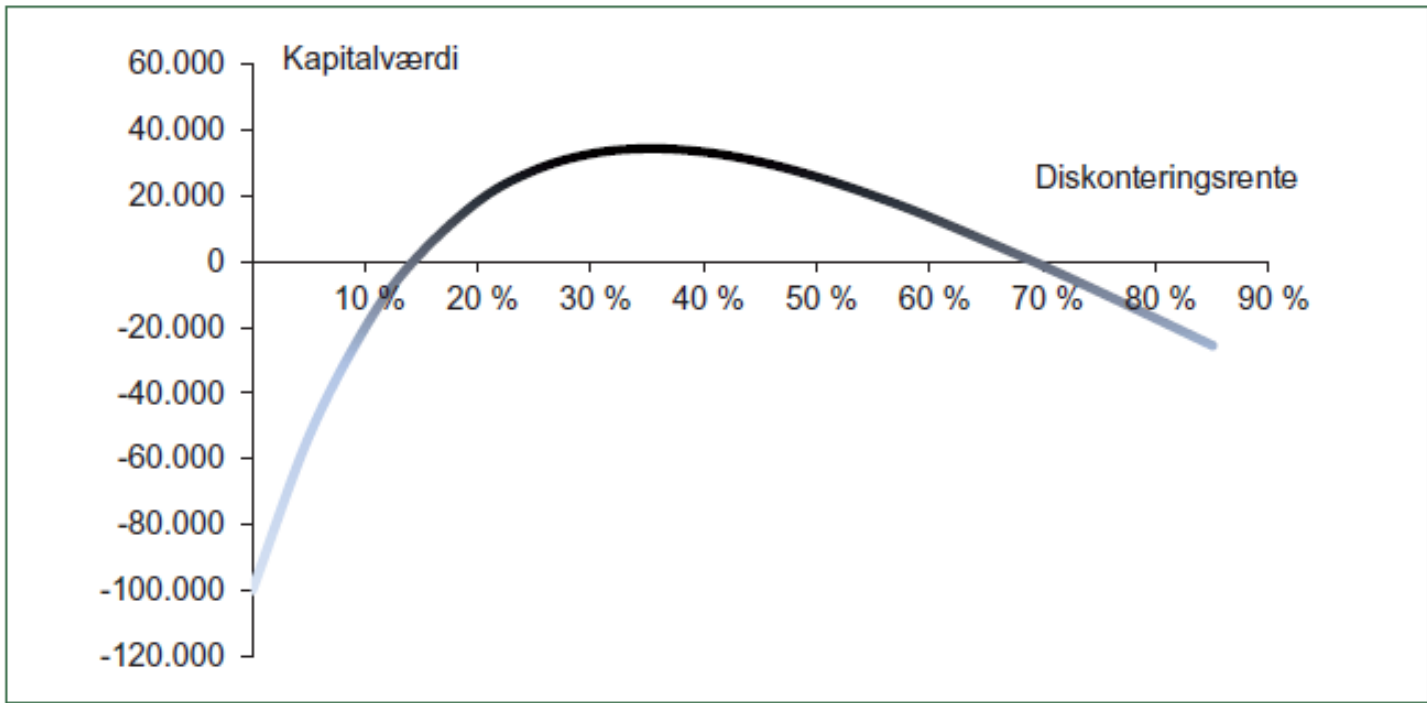
Figur 3.2 PLC-kurven suppleret af cash flow i en produktlivscyklus

		Relativ markedsandel	
		Høj	Lav
Vækstrate	Høj	Star	Spørgsmålstegn
	Lav	Cash cow	Dog

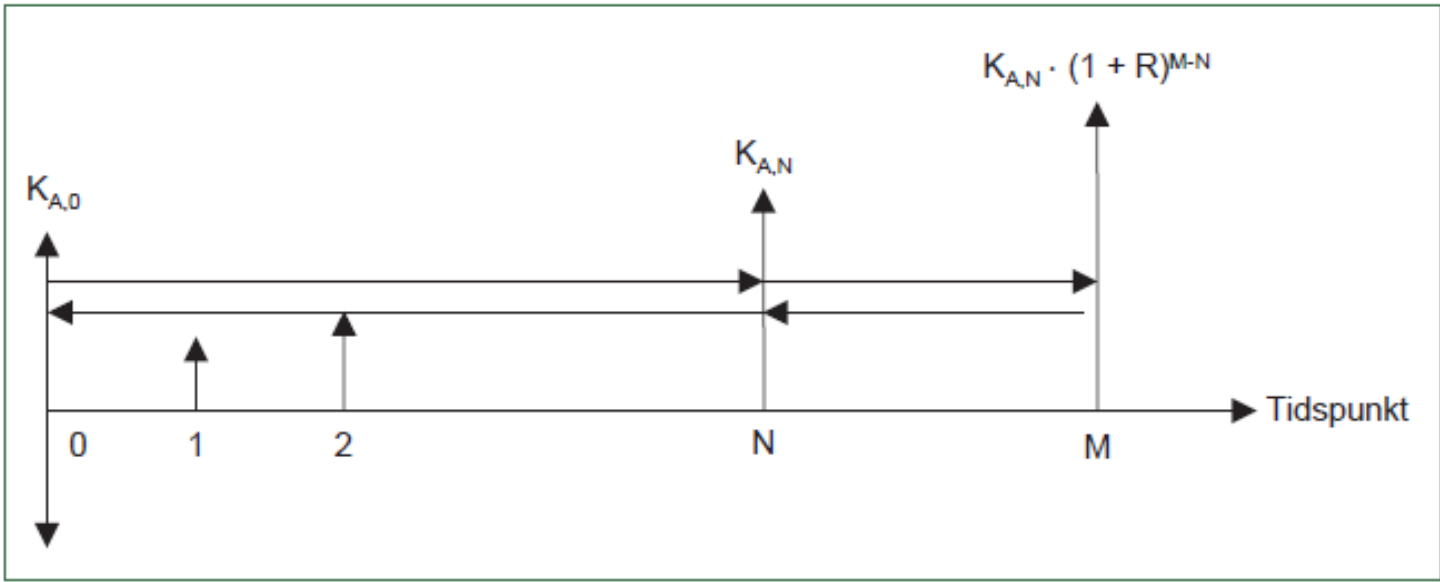
Figur 3.3 The Boston Consulting Group (BCG)-matricen



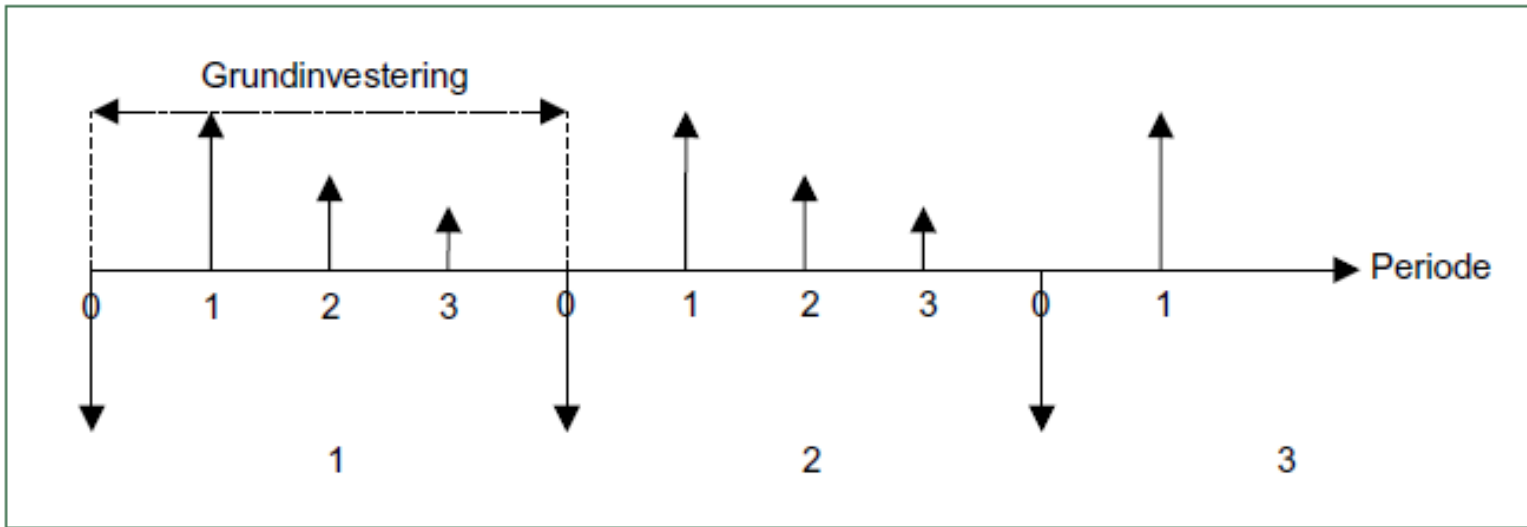
Figur 4.1 Kapitalværdien som funktion af diskonteringsrenten



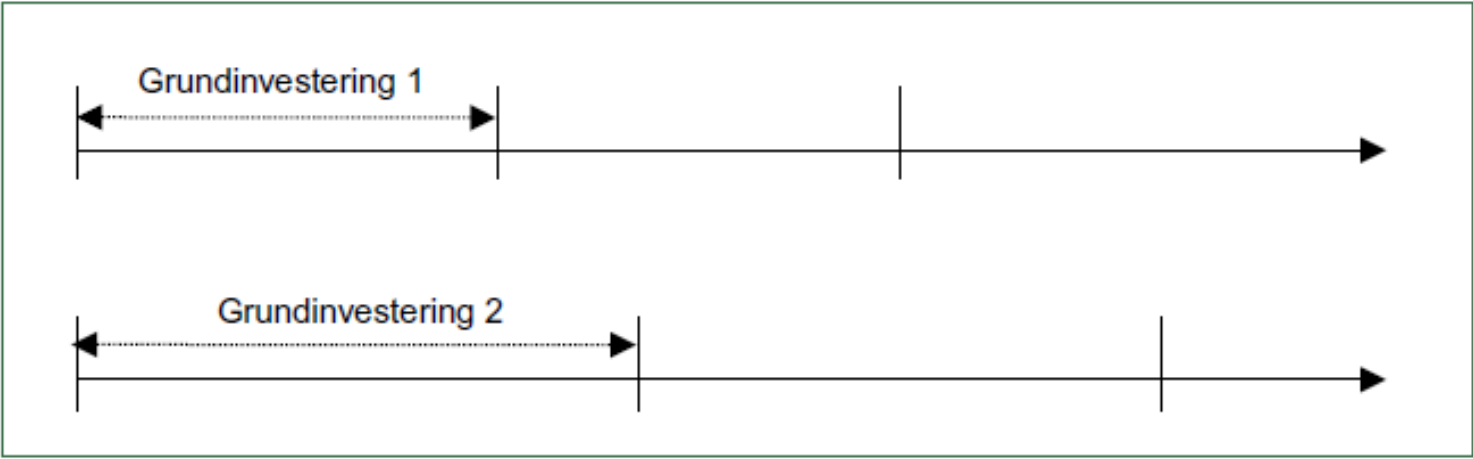
Figur 4.2 Investering med flere interne renter



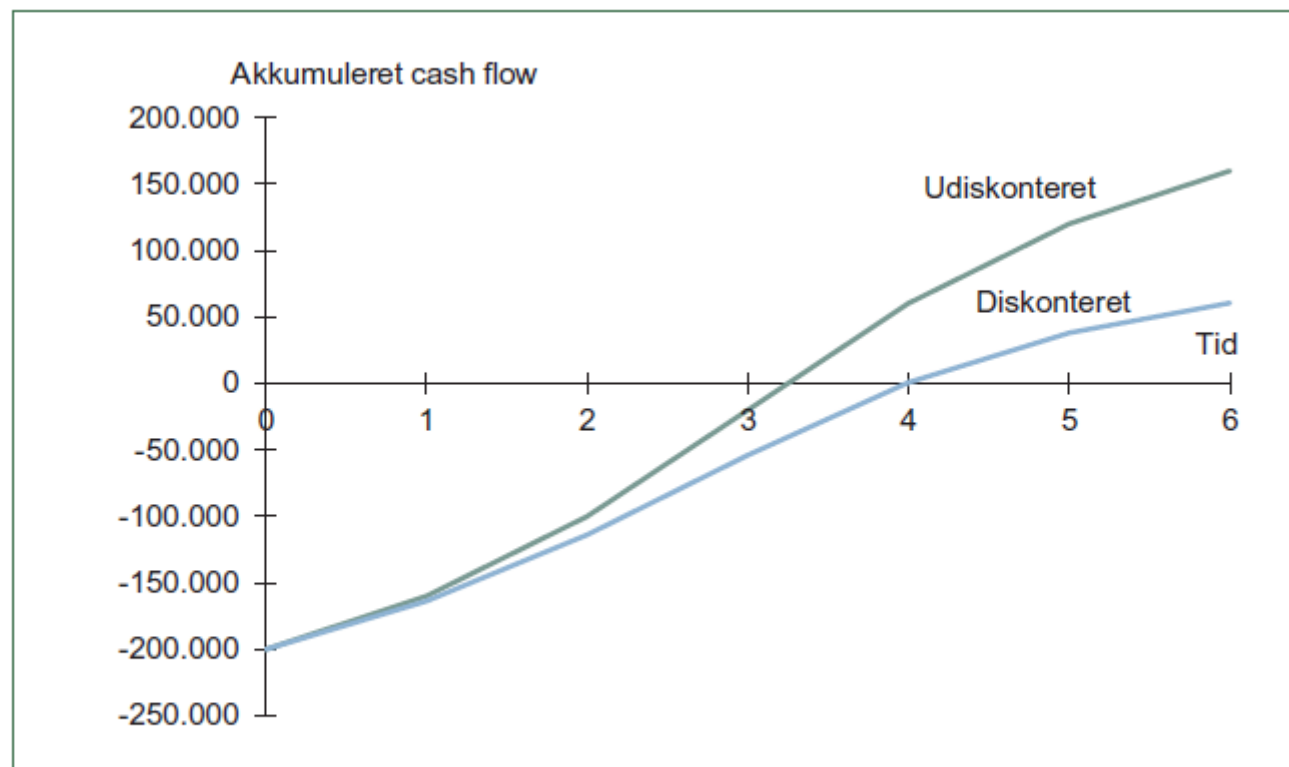
Figur 4.3 Realinvestering plus en finansinvestering



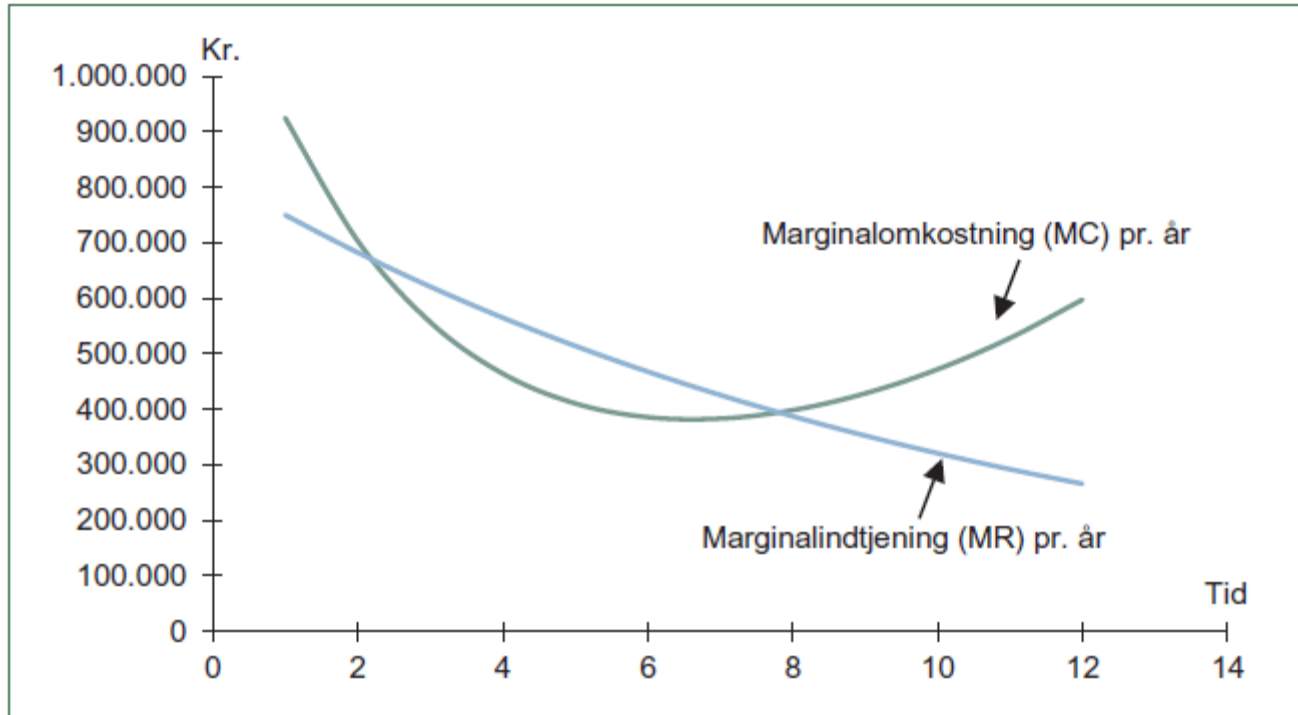
Figur 4.4 Principielt forløb af kædeinvestering



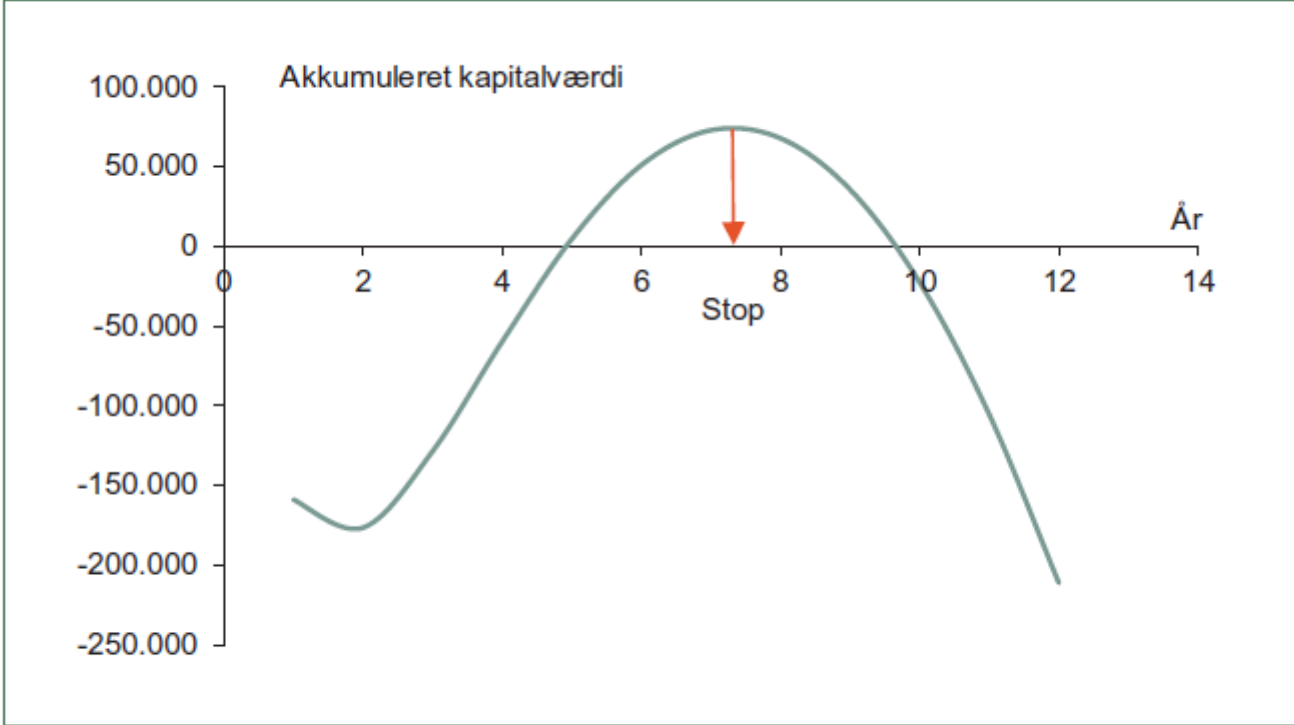
Figur 4.5 Kædeinvesteringer med forskellig levetid i grundinvesteringen



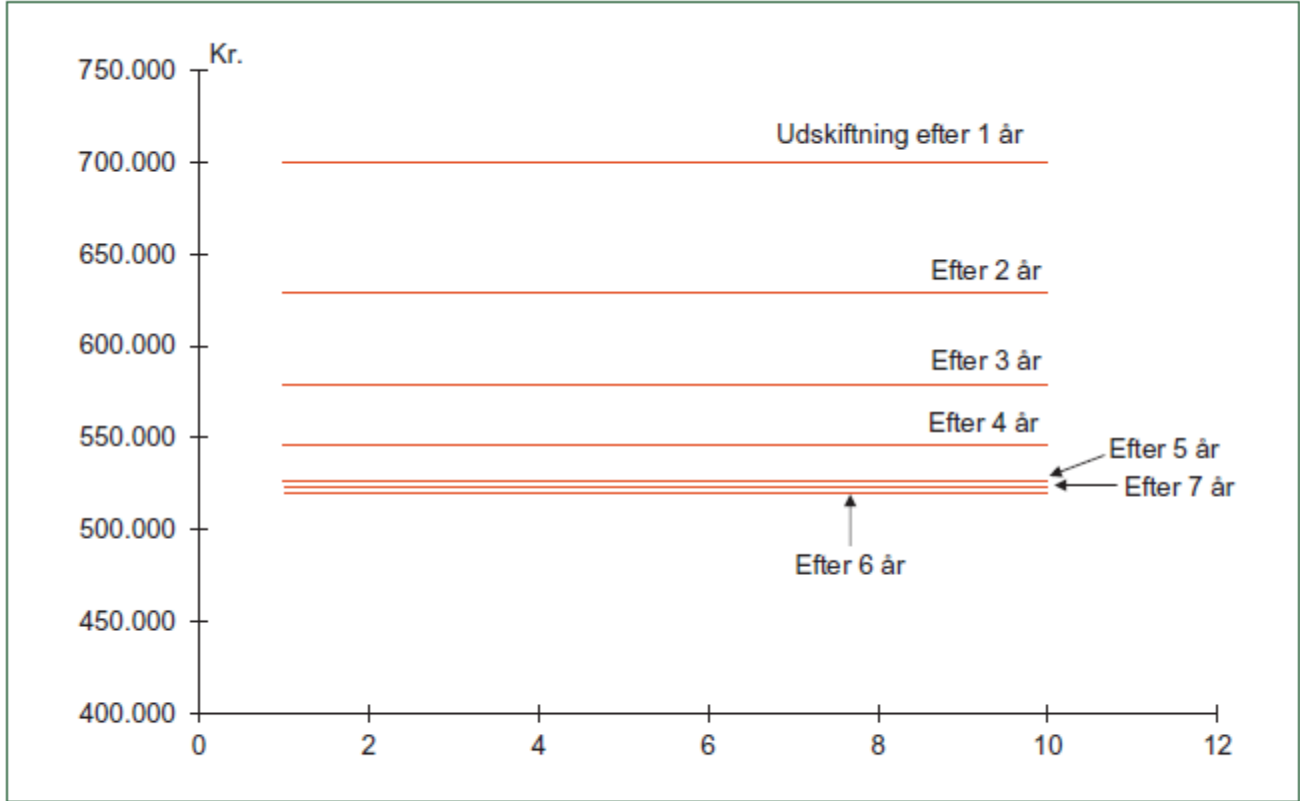
Figur 4.6 Akkumuleret cash flow som funktion af tid



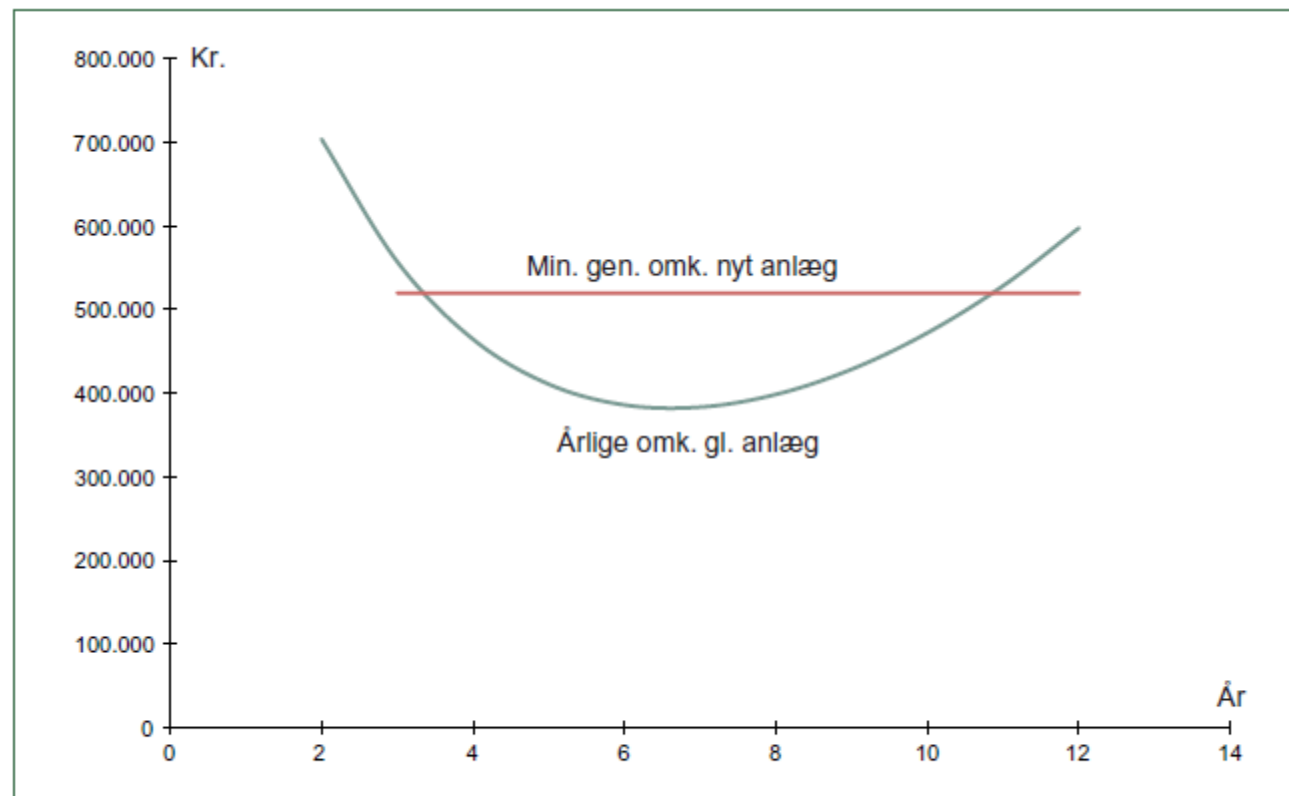
Figur 5.1 Økonomisk levetid



Figur 5.2 Økonomisk levetid



Figur 5.3 Identisk genanskaffelse



Figur 5.4 Udskiftning til nyt og bedre

