A Case Study: Flash Memory Inc.
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#TeamBreezy

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Executive Summary

Flash Memory Inc. is a small firm, operating in the computer and electronic device market.
**Case Context**

- The company's products have a short product life cycle.
- Majority of their sales are on credit
- Debt has been their primary source of funds for their capital
Problem Definition

1. Poor credit management
2. Amount of cash to be borrowed
3. Use of borrowed cash
Alternatives
Alternative 1

No investment; No stock; 9.25%