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STAR RIVER



INTRODUCTION


A company in the CD-ROM manufacturing sector produces the central focus of the Star River Electronics case due to its complex operational and financial conditions. An extensive financial examination must be performed before Star River Electronics can decide about its upcoming significant capital expenditure.





KEY ISSUES

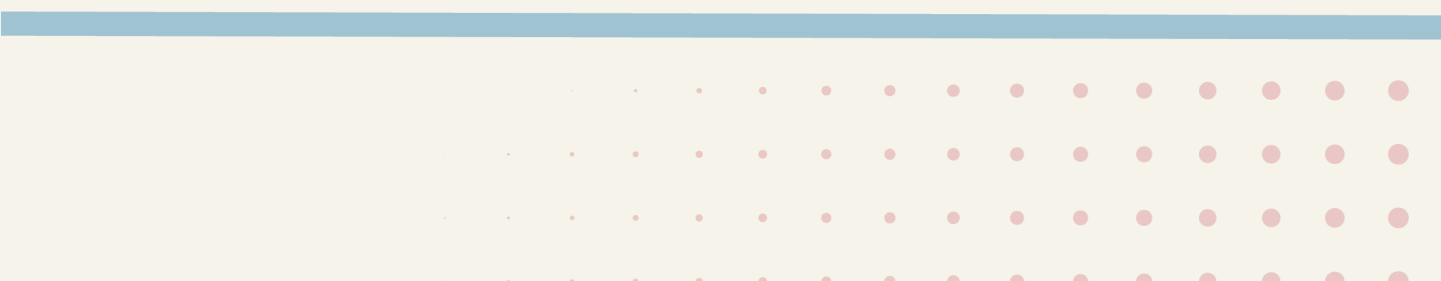
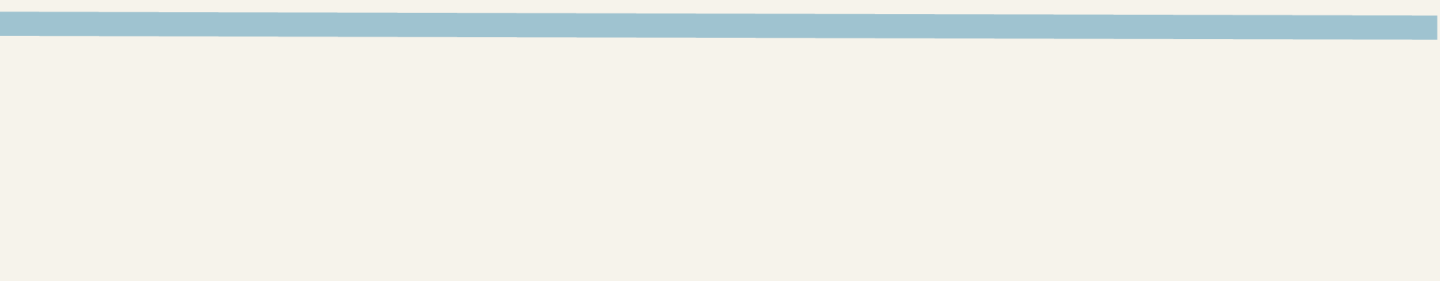
The market shift toward modern technology together with industry developments have caused Star River's CD-ROM demand to decrease. Star River needs to determine if acquiring new equipment will increase operational efficiency better than pursuing different business solutions. The high amount of debt at Star River creates doubts about its potential to obtain additional finance.





STRATEGIC

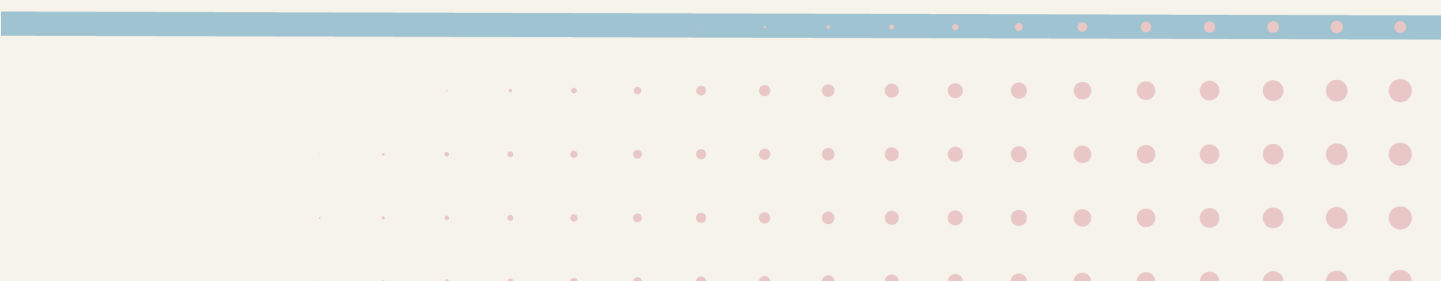
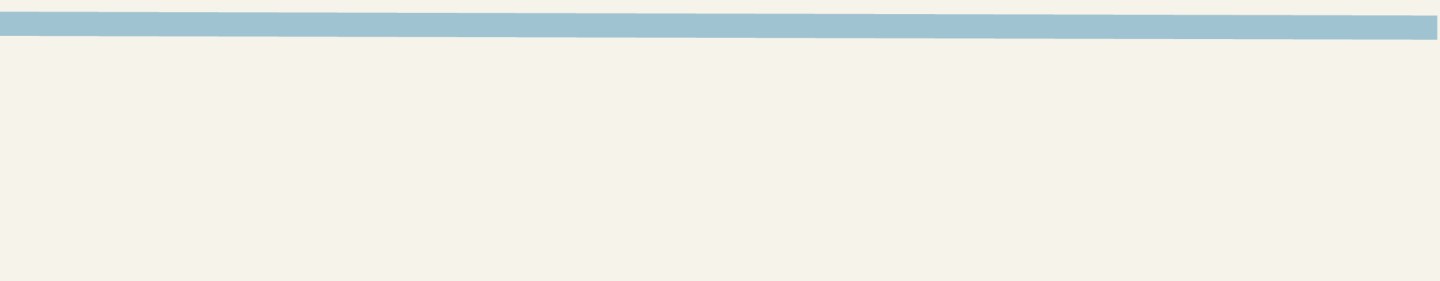
The projected advantages exceed the expenditures which make it wise for Star River to procure modern machinery for operating successfully against competitors.





CONCLUSION

Star River needs to achieve financial stability while setting proper directions towards strategic growth according to the case requirements. The company can maintain sustainable long-term success by adopting decisions which use data as their foundation.





RECOMMENDATION

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