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# OCEAN CARRIERS



# *Introduction*

**The Ocean Carriers case is related to the strategic management concept in shipping industry by incorporating measurement of financial performance of business, the opportunities and threats of the market and some operational issues.**





# *Flow Projections*

**Due to its nature, there will be need to undertake a detailed analysis of the ships cash flows in order to come up with its profitability when embarked upon. This includes forecasting of earnings from the three-year lease and more so the subsequent income from other contracts for the skeletal framework.**

The background of the slide is a detailed historical painting of a harbor. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. To the left, a group of smaller, traditional wooden boats is clustered together. The middle ground shows a wide expanse of water with more ships in the distance. On the right side, a coastal town with various buildings, including a prominent domed structure, is visible. The background features rolling hills and mountains under a sky filled with soft, golden-brown clouds, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

# *Solution Overview*

**Decisions on whether Ocean Carriers should charter the ship can be made based on calculations and evaluation of its financial effects; this tactic should be compared to leasing options, purchase of the used ships, etc.**

# *Conclusion*

**The evaluation of the Ocean Carriers case shows that managerial decisions should involve the use of various approaches including the financial, market, and operations analyses. It draws attention to the fact on how the hazards are managed and how much value is to be realized in an industry that relies heavily on capital, such as the shipping business.**



# *Resource*

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