COMPANION WEB SITE CONTENTS

1. Cambria Yarns Case Study
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URL
www.wiley.com/go/investmentprojectdesign

OVERVIEW OF CONTENTS

1. Case Studies: Throughout the manuscript, the authors discuss two cases, which are expanded upon on the web site.
   1. Cambria Yarns Project (CYP): This case study is intended to describe methods of design, analysis, and appraisal of new industrial investment. References to other sections are included as applicable. It is for illustrative purposes only and not intended to represent operating parameters for an enterprise in this or any other industry.
   2. Victoria Coke Company (VCP)–Modernization Project: This case study illustrates a method for financial analysis of expansion, modernization, merger, acquisition, and similar projects of an operating enterprise and for analysis of joint venture financial relationships and negotiations.

2. Expanded Tables: Financial and economic tables showing the calculations for each case study are included within the manuscript, but for clarity of presentation, many of them are in abbreviated form, primarily to show the structure of the analysis. For a reader who wishes to delve more deeply into the actual methods of analysis, these tables are also presented on our web site. They are all in the form of spreadsheets, which show the calculation in each cell and the formula underlying the calculation. Three sets of tables are included (see list of tables following):
   1. Financial Tables related to CYP and shown in printed form in Chapters 2, 3, and 4.
   2. Economic Tables related to CYP and shown in printed form in Chapter 6.
3. Expansion Tables related to VCP and shown only on this web site, Victoria Coke Project, on this web site.

3. Market Research and Marketing: This section deals with the process of assuring that project output will be consumed by people who are willing and able to do so. It covers the range of project types, from for-profit enterprises to non-revenue public service projects. Market analysis is applicable to projects of any size, and is an essential prerequisite to physical design.

4. Corporate Social Responsibility: The strategic plan might include factors involving corporate social responsibility (CSR) as a means of enhancing corporate image and reception of the project by the host community.

5. Domestic and International Terrorism: Terrorism is increasingly a factor with the potential to affect project outcomes, so that consideration of prevention and/or mitigation strategies are sometimes appropriate.