

1-3 My Accounting Lab Homework

Requirements

- For each decision, state whether the company's strategy is cost leadership or a product differentiation strategy.
- For each decision, select what information the management accountant can provide about the source of competitive advantage for these firms.

Requirement 1. For each decision, state whether the company's strategy is cost leadership or a product differentiation strategy.

Decisions

- | | |
|--|----------------------------------|
| a. Julian Phones is about to begin production and sale of a cell phone with standard features. | cost leadership |
| b. Flint Computers is trying to decide whether to produce and sell a new home computer software package that includes the ability to interface with the Internet and e-mail programs. There is no such software currently on the market. | product differentiation strategy |
| c. Maria Cosmetics has been asked to provide a "store brand" facial cream that will be sold at discount retail stores. | cost leadership |
| d. Jansen Computers is considering developing a special line of computers that can be both a tablet and a computer. | product differentiation strategy |

Requirement 2. For each decision, select what information the management accountant can provide about the source of competitive advantage for these firms.

- For Julian Phones decision to launch production and sale of a cell phone with standard features, management accountants can provide the following information: *(Complete all answer boxes.)*

Cost to manufacture and sell the cell phone
 Productivity, efficiency, and cost advantages relative to competition
 Prices of competitive cell phones
 Sensitivity of target customers to price and quality
 The production capacity of Julian Phones and its competitors
 How the market for cell phones with standard features is growing

- For Flint Computers decision to produce and sell a new home computer software package, management accountants can provide the following information: *(Complete all answer boxes.)*

Cost to develop, produce, and sell new software
 Premium price that customers would be willing to pay due to product uniqueness
 Price of basic software
 Price of closest competitive software
 Cash needed to develop, produce, and sell new software

- For Maria Cosmetics decision to provide a "store-brand" facial cream that will be sold at discount retail stores, management accountants can provide the following information: *(Complete all answer boxes.)*

Cost of producing the "store-brand" facial cream
 Productivity, efficiency, and cost advantages relative to competition
 Prices of competitive products

My Accounting Lab Homework Answers

Jicheng Xie



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