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IMS Integrated Marketing Solutions

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Abstract
We were proposed to create an investment plan, with the purpose of applying techniques and knowledge, in order to analyze the viability of the project presented.
In order to achieve the proposed objectives, the creation of a Marketing Consulting company will be developed for the segment of micro, small and medium-sized companies, operating in Greater Porto. In preparing the work, we intend to carry out an STP and Canvas analysis of the company, as well as an analysis of the company's surroundings, a sector characterization, financial analysis of the competition, as well as the application of the SWOT analysis model.
The IAPMEI investment model will also be developed. We will be able to verify through analysis that the project is viable and creates value for the entity

Keywords: NPV; Investment Project; IRR; WACC

I. Introduction

The purpose of creating Integrated Marketing Solutions - IMS is to respond to a need detected in the market, offering an integrated marketing solution to micro, small and medium-sized companies (MMPE's). With this, IMS intends to offer personalized marketing consultancy services targeting the needs of local MSMEs. By focusing on a specific market, the company can maximize its chances of success and position itself as an innovative specialist in that field, helping MSMEs to prosper through an effective marketing strategy.

Mission

Our mission is to help companies maximize their growth potential through personalized integrated marketing solutions.

Vision

To be the leading marketing consultancy in the market for Micro, Small and Medium Enterprises (MSMEs) in the North region, recognized for excellence in providing personalized services and offering efficient integrated solutions, which provide sustainable and lasting growth for our clients.

Values

Through our experience and knowledge in marketing, we provide solutions, strategic and tactical guidance in different areas of marketing, allowing our clients to achieve their business objectives in an effective and sustainable way. We are committed to providing high-quality services and meeting each client's specific needs with efficiency, personalization and excellence.

II. STP Analysis

Segmentation

The Segment defined for the company Integrated Marketing Solutions - IMS, is micro, small and medium-sized companies (MSMEs). This segmentation was defined based on the fact that these companies have specific needs in terms of marketing and, often, do not have the financial resources to implement an internal marketing department, due to the associated incremental costs, as well as being attractive to the market by its size and, above all, by the size of its needs.

Segmentation can also consider the niche market where these companies operate, as well as the stage they are in in their life cycle, for example, startups that do not have high resources at their initial stage, looking for integrated, accessible solutions. , as well as sectors of activity that are unattractive to large consulting companies.

Target

The company's target audience must be composed of MSMEs operating in the Greater Porto region. This decision is based on the physical location of the company and the ease of service and provision of services to these companies. The target audience is MSMEs looking for an effective and affordable integrated marketing solution.

Positioning

The company positions itself as a marketing consultancy specialized in MSMEs based in Greater Porto. The company's value proposition must be to offer an integrated marketing solution that helps MSMEs to position their brands efficiently, reach the desired target audience and grow their businesses.

2.1 - Analysis of the surroundings

Analysis of the macro external environment

PESTEL Analysis

When defining an investment plan, it is necessary to consider the uncontrollable variables that can affect the project's operation and strategy. These external variables are uncontrollable and limit the decisions that can be made within the scope of marketing management.

Political:

Despite the absolute majority, the country has experienced successive cases and controversies related to the political class. There is a moderate risk that there could be early elections in the next year and a half, but given the current situation, changes to current policies towards something more reformist are not expected. Therefore, in the political sphere, it is worth highlighting that this year (2023) is a year in which the execution of €10.7 billion of community funds is expected. This figure is mentioned in the political topic because the strategy for applying the funds is defined by the government.

Economic:

The year 2023 is expected to be a year with economic changes, European Central Bank interest rates are expected to rise, currently at 3% (04-03-2023). This means that Portuguese families, companies and the State will pay more for money, therefore reducing their purchasing power and liquidity. It is predicted that around 30% of the world's economies will enter recession or economic stagnation. In Europe, countries where we export will be in recession or stagnation. It is not expected that the war in Ukraine will end or that the inflation rate will return to pre-war levels during 2023.

Other national economic indicators demonstrate that the year 2023 will be a year of economic decline, as, for example, the state budget predicts a drop in GDP from 6.8% to 1.3%, consumption drops by 5. 4% to 0.7% (data 04-032023). The export indicator is expected to fall, given that the other economies to which Portugal exports are in recession or experiencing low growth. The inflation rate will be above 4%, which translates into a loss of purchasing power. The tourism sector will be a determining sector for balancing the balance of payments.

From an economic point of view, the company must expect an increase in costs resulting from increased interest rates and the possibility of difficult collections from some customers. Production/making costs and energy costs are expected to stabilize, which have increased substantially in 2022.

On the other hand, there are positive economic data such as the application of 10.7 MM of PRR funds, the unemployment rate is stabilized, the 2022 deficit will be below the predicted value, resulting from the increase in revenues. It is also worth noting that public debt is falling and far from the levels that brought the Troika to Portugal. It will be important to carefully monitor developments in the banking sector, where rising interest rates could have an impact on liquidity and solvency.

Social/Demographic:

At a social level, it is expected that in the face of economic degradation there will be discomfort and social protest, resulting in an increase in strikes and protests. This will not have a direct impact on the business, but in terms of companies' expectations, it could eventually lower economic expectations, leading them to delay purchases or acquisitions.

The population variation between 2011 and 2021 was -2.1%, according to the 2021 census. The population decreased in the 0-14 and 15-65 segments and increased in the >65 segment, these data must be considered when establishing relationships with business owners, so that we know what customer profile we have in front of us.

Technological:

According to a 2022 study by Altice, the new market trends that companies will have to adapt to in the near future are related to technology. Companies in general need to adapt to the market in the way they establish relationships. Also in terms of processes, as these are increasingly digital.

The use of platforms hosted in the Cloud is a new trend that will be part of the new reality. For example, for GPT Chat with AI. The Metaverse must be monitored closely, as there are brands targeting the 100% online market.

Finally, another trend is to think about technology in terms of sustainability. All of these points may not directly affect the company immediately, but they require planning because they involve skills that take time to acquire. We should closely follow each of these topics because they are related to the management and optimization of data, channels, sales coordination and the production process.

Ecological:

At the environmental level in 2023 there is an important event, the 23rd Conference of the Parties (COP23) of the United Nations Framework Convention on Climate Change (UNFCCC) will be held from 6 to 17 November, at the World Conference Center Bonn, in Bonn, in Germany. At this conference, the results achieved since the implementation of the Paris treaties and all agreements signed by the UN and the countries belonging to it will be presented for the first time. This event is relevant because there is a trend in the market towards a greener and more sustainable economy.

Cool:

From a legal point of view, no significant changes are planned that would impact the marketing strategy or compromise project management.

2.2 - Sector Analysis

With the aim of characterizing the market in which we will develop the project, an analysis was carried out based on data provided by Banco de Portugal, which was based on the CAE. This analysis aims to understand the degree of concentration, cost structures and other data that allows us to understand the market.

The information presented is based on data contained in the study of the Banco de Portugal central balance sheet. The results are presented by size categories (micro, small, medium and large companies) of the economic activity sector, business and management consultancy activities, compared with the results of the total number of companies.

The analysis carried out on the market and its characteristics was carried out as follows:
OMacro environment based on Banco de Portugal sectoral analysis;OIntermediate analysis using the company's main CAE 702 - Business and management consultancy activities;

General characterization of the sector

In order to better direct our efforts in terms of marketing and management, it is necessary to know the market and its size. In this way, the number of companies, the turnover and, finally, the number of people who contribute to creating value in the market were researched.

Through a sectoral analysis, it was possible to observe an increase of approximately 6% in the Economic Activity sector “702 - Business and management consultancy activities”, which represents a positive difference between the birth rate and death rate of companies.

This positive relationship allows us to determine that we are facing a sector with high attractiveness.

Based on what was collected, it is possible to determine that the sector is growing in different economic indicators. We highlight, from the data presented, sales and services provided, which can be translated into an increase in demand, as well as the net result, which demonstrates a significant increase in income in the sector.

Financial autonomy is one of the important indicators in a sectoral analysis as it allows us to understand the company's ability to meet its responsibilities and duties. Based on the data, the sector has evolved favorably in line with the market growth trend.

Conversely, through the “Financing obtained”, presented in table On the other hand, the costs of financing obtained decreased from 2017 to 2021, although the current trend is for a significant increase in costs.

Based on the analysis of the sector's characterization, it is possible to make an assessment of the companies' life cycle, their maturity point and how representative they are in relation to the sector.

The market is mainly made up of micro and small companies (92.42%) and among micro, small and medium-sized companies 72.37% of the sector's business volume is generated. This is relevant data because there is no market concentration, only 27.63% of the volume is generated by large companies.

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	Up to 5 years	From 6 to 10 years old	From 11 to 20 years	More of 20 years
% of companies by age	53.04%	20.94%	17.57%	8.45%
% Turnover by age	33.22%	17.04%	22.11%	27.63%
% Company number by size	92.42%	2.90%	0.52%	0.16%

Table 1 Data on consultancy companies Source: Banco de Portugal

Evolution of economic and financial indicators
Turnover corresponds to the value of sales and services provided by companies during the economic year (general rule, corresponding to the calendar year). From 2020 to 2021 there was a positive evolution in turnover of around 15.1%.

EBITDA is the result before depreciation and amortization, financing expenses and taxes, it corresponds to the results of the companies' exploration activities and financial activities. EBITDA followed the trend of increasing business volume and increased by 46.8%.

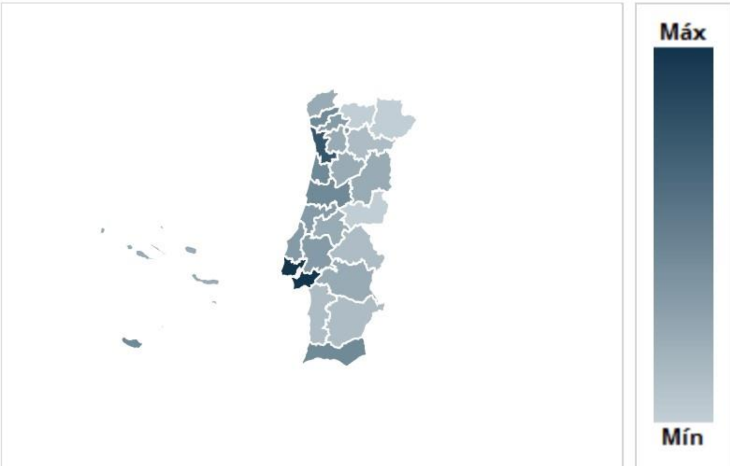

Figure 1 Distribution of headquarters of consulting companies in Portugal. Source: Banco de Portugal

With regard to location, most competing companies have their headquarters in the metropolitan area of Lisbon and Porto, where in fact there is a high degree of concentration, this is particularly important data for defining the communication strategy and in the way we do target audience segmentation.

The Banco de Portugal report shows how financing is distributed, with group loans, debt securities and loans being the financial means most used by companies in the sector. This has implications for the costs borne by companies, there are ways of obtaining financing obtained at higher costs which can translate into less competitiveness.

We consult the decomposition of the results, which is similar to the results demonstration, with the aim of understanding what percentages personnel expenses may have, what the gross margin is, what is the representation of depreciations, financing expenses, and income taxes. This analysis allows you to understand the average construction and structure of the sector and build an investment project that starts from scratch with realism.

The trend in recent years has been for average payment and receipt periods to decrease. In terms of working capital, this is an important indicator for companies to be able to generate capital gains quickly.

The profitability of assets and equity has undergone fluctuations over the years. These fluctuations are due to various events in the market, such as the evolution of the pandemic. However, over the last five years the trend has been positive developments.

2.3 - Competitive Analysis

General Liquidity

This indicator allows us to analyze the company's ability to settle its debts in the short term, allowing us to anticipate possible future solvency problems. This indicator supports the company's financial health.

This ratio is calculated by dividing current assets by current liabilities.

We can analyze that all competitors have good general liquidity to meet their responsibilities.

According to (Silva & Monteiro, 2014), it is understood that the company has enough available capital to cover all its obligations if the general liquidity is greater than 1.

Immediate Liquidity Ratio

Immediate Liquidity is focused on the short term, it does not admit stock or any low liquidity asset. Still, all current liabilities are admitted.

This indicator tells you what amount is immediately available to cover short-term debts, it does not include third-party debts, such as accounts receivable.

The formula for calculating immediate liquidity is by dividing liquid financial resources by current liabilities.

We can mention that in terms of immediate liquidity, in general, everyone has been increasing, with Wise Pirates being the one with the least immediate liquidity, until the year 2021.

However, it should be noted that the fact that the value of the ratio is high may not have much meaning as sometimes companies prefer to invest instead of having money in bank deposits which have a reduced profitability, other times they take the opportunity to reduce liabilities related to loans.

Working Fund

Working capital is the amount that the company needs to carry out its activity in a normal and balanced way. This allows it to cover the company's regular expenses, such as payments to suppliers or salary payments to employees and even cover unexpected costs. This fund also allows the company to respond to any type of emergency or loss effectively, without having to declare insolvency. Working capital is current assets minus current liabilities.

In this comparison situation, all companies have current assets greater than current liabilities, in the case of positive working capital, that is, they have more liquid assets than debts that mature in the short term.

Solvency

Solvency reflects a company's ability to fulfill its commitments in the medium and long term. The concept of solvency is opposed to that of liquidity, the latter assuming a short-term view and solvency a medium-long term perspective.

This is calculated by dividing equity over total liabilities.

We can analyze that all competitors have a good capacity, with almost all of them being above 50% in 2021, with Wise Pires being the only one below 50%, we can then conclude that they are all able to settle their liabilities using their own capital.

Debt

This ratio will allow a financial diagnosis of the company to be carried out, which will reveal, among other things, strictly financial aspects in the medium and long term.

Santos Eduardo (2006) refers that the risk of financial imbalance depends on the size and structure of the debt, as this ratio shows the company's level of debt and, therefore, measures the extent to which the assets are financed by own or debt capital.

This ratio is calculated by total assets divided by total liabilities.

It is noteworthy in this ratio that almost all companies have debt above 50%. It is mentioned that Squadra is the company that has a debt of less than 40% in 2021. Silva Eduardo (2006) tells us that the "result of this indicator varies from 0% to

100% (close to 100%, reveals a company heavily in debt)". It also tells us that "the company has "advantages" in having debt up to the limit within which the market recognizes that it has the capacity to comply (debt capacity saturation limit).

Financial autonomy

Financial autonomy measures the percentage of companies' assets that are financed by equity. The greater the levels of autonomy, he suggests, the greater financial strength and less dependence on other people's resources. However, high financial autonomy can limit the company's profitability. Therefore, this indicator must be analyzed together with others that allow the company to be characterized, such as the age of the companies, and the framework for the management strategy adopted by the entity.

According to Silva Eduardo (2006), there are no defined values for appropriate financial autonomy. It is accepted that financial autonomy of less than 20% corresponds to excessive exposure to third-party capital. All competitors have a good financial autonomy of more than 20% in 2021.

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Economic Profitability

This profitability ratio is used to determine how efficiently the company is using its assets. They demonstrate aspects of the economic situation and relate results to the activity that generates them, or results to invested capital that makes the activity possible.

Total asset profitability, as it is also called, is a measure of the operational efficiency of the entire business.

Quoting Silva Eduardo (2006) "It is an indicator that evaluates the performance of total capital – own and debt – invested in the company. It is independent of the way the asset is financed and this makes it interesting and useful in inter-company comparisons.

We can highlight that all companies have positive profitability, the company Squadra in 2019 had a very sharp decline, I tried to recover in the following years, being in 2021 of the four companies the second with the most economic profitability, only surpassed by Wise Pirates that year.

III. SWOT Analysis

According to Silva and Queirós (2006), the synthesis of the strategic diagnosis can be presented according to the structure of the so-called SWOT analysis, which proposes a global and integrated view of the internal and external dimensions, identifying strengths and weaknesses. of the organization and the opportunities (opportunities) and threats (threats) to its development.

By providing a systematized analysis of the various internal and external factors that affect the company's competitiveness and survival, strategic diagnosis promotes a deeper knowledge of the business reality, constituting a learning factor for the management team itself.

This analysis will constitute the starting point for defining the organization's strategic objectives (Maçães, 2019). The identification of the four axes can be summarized in a table like the one presented below, which can then be used to find contingency plans for weaknesses and threats, as well as ways to enhance and take advantage of the strengths and opportunities detected.

Strengths

Specialized knowledge in marketing for MSMEs: The company is made up of marketing professionals, specialized in understanding the specific needs and challenges faced by micro, small and medium-sized companies.

Ability to adapt to the market: As a company just starting its activity, the company is agile in adapting its solutions to constant changes in the market and the evolution of MSMEs.

Integrated Marketing Offer: Offer integrated marketing solutions with a 360º view to the market. The ability to provide personalized solutions tailored to each customer's needs can be a competitive advantage, as MSMEs often value personalized service.

Weaknesses

Notoriety: As a new company on the market, there may be a lack of brand awareness and recognition, which can make it difficult to acquire new customers.

Limited financial resources: A lack of financial resources can restrict a company's ability to invest in its own marketing and expand its operations.

Lack of Client Portfolio: The lack of a client portfolio is a significant threat to a marketing consultancy company. Without customers, the company may face several challenges that could compromise its success and growth. Without a customer base, the company will have difficulty generating revenue and sustaining itself financially. A lack of cash flow can hamper a company's ability to invest in resources, hire qualified staff and expand its operations.

Opportunities

Differentiating potential: Having a differentiating potential means having unique characteristics that stand out in the market and offer additional value to customers. This factor can help the company stand out from the competition, attract customers and gain a prominent position in the market.

Strategic partnerships: Establishing strategic partnerships can bring significant benefits to the company, such as access to new customers, sharing of resources, expanding the range of services and increasing visibility in the market.

Creation of the Purple Ocean: With differentiation from the competition and the creation of the Purple Ocean, a new market or customer segment is identified, where competition is minimal or non-existent. This strategic approach allows the company to innovate and create a unique space in the market.

Threats

Competitive competitive market: The presence of fierce competition can make it difficult for the company to grow and gain customers. Intense competition can lead to price pressure, reduced profit

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margins and difficulties in differentiating oneself from competitors.

Competitive market with easy entry: In the marketing consultancy sector, the existence of low barriers to entry can lead to the rapid entry of new companies. This increases competition and can put additional pressure on the company's prices and market share. Threat: Distrust in the sector

Distrust in the sector: In a marketing consultancy there may be a barrier to gaining customer trust. Clients may be cautious about engaging consulting services due to past negative experiences or skepticism about the results that can be achieved.

IV. Project Assessment

Financial Statements

The objective of financial statements is to provide information about the financial position, performance and changes in the financial position of an economic unit, which is useful to users when making decisions.

The underlying assumptions of the financial statements are that of the accrual regime (or economic periodization), which assume that the effects of operations and other events are recognized as they occur and not when money or its equivalent, is received or paid, as well as the going concern assumption, which is based on the assumption that the company will continue to operate for the foreseeable future.

Financial statements must also take into account the attributes of Comprehensibility, Relevance, Reliability and Comparability.

Profit & Losses

The income statement is a mandatory financial statement, which aims to give a simplified economic-financial view of a company. This tool is nothing more than a film of the company's activity, explaining and demonstrating how the net result was generated in a given accounting period.

Through the income statement, prepared for the IMS investment plan, we can verify that, although, in the first year, the net result of the year was negative, at €53,157.00, the same is recovered, from the second year of exercise, where a positive result has already been obtained, maintaining the growth trend throughout the remaining years of the project.

Balance

The Balance Sheet is the financial state of a company at a given time. It portrays the respective state of a company and for this, the balance sheet demonstrates in accounting terms the relationship between the Assets, being what the company owns, the Liabilities, its obligations and duties and the difference between these, the Equity.

We can assess, through the balance sheet, that the economic and financial situation of IMS, in accordance with the estimated projections, that in the first year we saw a negative net result for the period, partly explained by the high liabilities and reduced assets. However, through constant reductions in Liabilities in the following periods, as well as the sustained growth of Assets, allows the company to obtain favorable net results, with sustainable growth for the remaining period of the project.

Map of working capital needs and VAT

Working capital needs are important in the financial management of projects as they demonstrate the financial resources needed to cover expenses. Working Capital show the difference between cyclical needs and cyclical resources, which allows the company to have a real view of its costs and profits, and how to guarantee the availability of capital and avoid liquidity problems, thus guaranteeing the continuity of the project.

Over the five years of the project, working capital needs vary considerably, with a significant increase in working capital needs being observed over the years, which indicates growth in IMS operations.

Working Fund resources represent the sources of financing available to meet needs. We can see that Working Fund resources are sufficient to meet the needs of each period, with the exception of 2024 and 2025, where there is a negative difference between needs and resources.

The variation in Working Capital indicates the difference between Working Capital needs and resources. It is important to monitor this variation, as it reflects the company's ability to effectively manage its capital. It is possible to observe a negative variation in 2024, which indicates a need for additional capital to cover operating expenses. However, from 2025 onwards, the variation becomes positive, which demonstrates that IMS is generating sufficient resources to meet its needs.

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Investment in Fixed Capital

Having assessed the company's initial needs, investment in tangible fixed assets was defined, namely in computer equipment, worth €4,600.00 and in intangible fixed assets, such as licenses and computer software, worth €2,500. The investment was made in Year 0. This translates into a total CAPEX (investment) of €7,100.00 (see Annex I, table 6).

Financing Map

A distribution between equity and debt capital of 66.6% (€20,000.00) and 33.3% (€10,000.00) was defined, respectively, for a total investment of €30,000.00.

Opportunity cost

To define the cost values of Own Capital and Debt Capital, the following parameters were defined: A beta of 1.07; RF of 2.81%; Rm of 6% and risk premium of 0.20%. The Cost of Debt Capital is 3.75% which results in a WACC of
10.09%

Cash flows

Cash-flow represents the inflows and outflows of money into the company over a given period. The objective is to monitor and manage cash flows efficiently, ensuring that there are financial resources available to cover operational and investment expenses, as well as comply with financial obligations. Allows a clear view of the financial position and the ability to generate liquid resources. Free Cash-flow analysis helps strategic decision-making and the company's future financial planning.

Creation of IMS - Integrated Marketing Solutions	2024	2025	2026	2027	2028	2029
	0	1	two	3	4	5

1. Project/Investment Post-Financing Cash Flows (FCFF) updated by the Weighted Average Cost of Capital (WACC)	The FCFF (Free Cash Flows to the Firm) method, from the perspective of capital (post-financing investment), incorporates the effects of debt capital reflected in the utilization rate. Update rate = wacc (weighted average cost of capital) = Rcp* CP /(CP+CA)+ Rca*(1-ti)*CA/ (CP+CA).com Rcp = re = Rf + Bu*(Rm-Rf) and Rca = Rate of return (effective interest) on capital The update rate in year 0 is considered constant for all periods.

+ EBIT	(52 741)	5 973	240 154	458 307	722 768	790 478
- Tax	(94)	(469)	(42 950)	(103 119)	(162 623)	(177 857)
+ Depreciation and Amortization	2 367	2 367	2 367	-	-	-
- Variation in working capital	5 890	(3 281)	(14 560)	(13 400)	(16 449)	(4 094)
- CAPEX	(7 100)	-	-	-	-	-
Operational Cash Flow	**(51 678)**	**4 590**	**185 011**	**341 788**	**543 696**	**608 526**
Residual value						45 894
FCFF with VR	**(51 678)**	**4 590**	**185 011**	**341 788**	**543 696**	**654 420**
Perpetuity						6 032 232
FCFF with perpetuity	**(51 678)**	**4 590**	**185 011**	**341 788**	**543 696**	**6 640 758**
Update factor - WACC	1.00	0.91	0.83	0.75	0.68	0.62

	at	at	0.31	0.41	0.98	0.18
FCFF discounted VR	(51 678)	4 170	152 657	256 176	370 167	404 724
FCFF discounted accumulated VR	**(51 678)**	**(47 508)**	**105 149**	**361 325**	**731 492**	**1 136 215**
FCFF discounted perpetuity	**(51 678)**	**4 170**	**152 657**	**256 176**	**370 167**	**4 106 951**
FCFF discounted accumulated perpetuity	**(51 678)**	**(47 508)**	**105 149**	**361 325**	**731 492**	**4 838 443**

Table 2 Financial evaluation

We can denote, in the table presented above, that in the first years of the project, despite the negative Operating Cash Flow in the first year, growth is accentuated in the following years, thus allowing operational sustainability.

Rating criteria

3. Investor/Equity: Cash Flows (FCFE) updated by the CAPM Cost of Capital	Valuation from the Investor's (or Equity's) Perspective (Free Cash Flow to Equity). In the valuation method by discounting the shareholder's net cash flows (FCFE - Free Cashflow to Equity), the objective is to directly evaluate the net value and the remuneration of the investor's capital (or the company's shareholder). Cash Flows (FCFE) = Cash flows from an investment perspective + financing Cash Flows each year.

		2024	2025	2026	2027	2028	2029
+ EBIT		(52 741)	5 973	240 154	458 307	722 768	790 478
- Tax		(94)	(469)	(42 950)	(103 119)	(162 623)	(177 857)
+ Depreciation and Amortization		2 367	2 367	2 367	-	-	-
- Variation in working capital		5 890	(3 281)	(14 560)	(13 400)	(16 449)	(4 094)
- CAPEX		(7 100)	-	-	-	-	-
Operational Cash Flow		**(51 678)**	**4 590**	**185 011**	**341 788**	**543 696**	**608 526**
Interest and Similar Expenses Supported		(416)	(416)	(364)	(312)	(260)	(208)
Financing obtained		10,000	-	-	-	-	-
Amortization of financing		-	(24 027)	(1 802)	(1 250)	(1 250)	(1 250)
FCFE		**(42 094)**	**(19 853)**	**182 845**	**340 226**	**542 186**	**607 068**
Residual value							45 894
FCFE with VR		**(42 094)**	**(19 853)**	**182 845**	**340 226**	**542 186**	**652 962**
Perpetuity							**19 942 232**
FCFE with perpetuity		**(42 094)**	**(19 853)**	**182 845**	**340 226**	**542 186**	**20 549 300**
Update factor - CAPM		1.00	0.97	0.94	0.91	0.89	0.86
		at	at	0.36	0.36	0.88	0.05
FCFE discounted VR		**(42 094)**	**(19 267)**	**172 201**	**310 955**	**480 901**	**562 046**

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FCFE discounted accumulated VR		**(42 094)**	**(61 361)**	**110 841**	**421 795**	**902 696**	**1 464 742**
Discounted FCFE		**(42 094)**	**(19 267)**	**172 201**	**310 955**	**480 901**	**17 688 080**
Accumulated discounted FCFE		**(42 094)**	**(61 361)**	**110 841**	**421 795**	**902 696**	**18 590 776**
		at	at	0.36	0.36	0.88	1.61
FEASIBILITY ANALYSIS		**C/ Residual Value**	**w/ Perpetuity**				
VAL		**1 464 742**	**18 590 776**				
TIR		**184.65%**	**280.17%**				
Payback		**2.36**	**2.36**	years			

Residual value		**45 894**
Value of perpetuity		**19 942 232**

Note: CAPEX +FM in the last year of investment

Table 3 *Free Cash Flow*

According to Silva (2006), we call the Net Present Value (NPV) the excess of accumulated liquid treasury flows or also called cash-flow and exploitation, being calculated for the total useful life of the investment by subtracting the invested capital .

NPV=Cap.Exploration-Cap invested

The NPV gives us a perception of the return on capital, after which it tells us how much is left after (if any), recovery of the invested capital; the return on invested capital at a rate equal to that used to evaluate the capital cost.
With this criterion we can then decide whether it is worth investing or not, considering that if the NPV is greater than zero we should invest, if the VAL is less than zero we should not invest and if the NPV is equal to zero it is indifferent.
From an investor perspective, we can verify in the Cash Flow table, investor/Equity, that the project is viable, according to the NPV (€1,837,812.00), with a "Payback " aged 2.17.
It is also important to highlight that a positive NPV will increase shareholder wealth, which is equivalent to saying that the company will pay less in terms of capital outlay than the value generated by the investment.

The Internal Rate of Return ("IRR") represents the expected return of the project, that is, the rate that equals the net present value of future cash flows to the initial investment. The higher the rate, the more attractive the project will be.

According to the IAPMEI map, a WACC of 10.09% was calculated, which means that, as the IRR is higher than the WACC, it is a highly attractive investment given that the profitability is higher than the cost.

V. Conclusion

The development of this work allowed us to understand Financial Management content in a practical way. In this way, it was possible to understand, more than the theoretical elements, the complexity of developing an investment plan.
In developing this project, more than understanding the theory, it allowed us to be better prepared for the reality of the job market with practical application of the concepts taught and, thus, develop economic and financial skills.

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