Cost benefit analysis for starting up a high end shoe store Paper details: Over the last couple of weeks, we have read about accounting and decision making. We are going to apply these concepts to your idea from week 2. Provide a cost/benefit analysis for your idea. Make sure to mention any sunk or opportunity costs involved in the implementation of this program as well as the longterm increase in projected profitability. You are permitted to use fictional numbers as far as costs go, but you should provide research to support any opportunity costs or projected profitability. You can find industry averages for various program costs and projected benefits. This does not need to be written as a formal research paper, but all research provided does need to be cited in APA format. You may write in the first person because you are presenting your own ideas. You do not need to provide an abstract, but you do need an APA formatted reference page. Your paper should be a minimum of 2 pages (approx. 700 words) not including the reference. Employees in the fictional company get 10% commission of their total sales daily. A $100 gift card/cash award is given to the top sales employee at the end of each month, as well as to the employee with the best customer service reviews.