Group Assignment 3 - Feasibility Study & Investment Analysis. In this assignment, you will be playing the role of a member of the New Heritage’s capital budgeting committee. As part of your job, you and your fellow committee members will decide which project the company should fund for implementation. Your committee is in charge of evaluating and selecting projects for the company. The company’s managers proposed two projects for consideration, and due to budget limitations the capital budgeting committee must select the best of the two projects. This assignment covers the following learning outcomes from the course syllabus: · Exploring corporate resource allocation in a budget-constrained · Analyzing the impact of capital rationing on capital investment choices · Interpreting core approaches in investment analysis: NPV, IRR, Payback Period, and · Profitability Index · Applying risk-adjusted discount rates in project investment analysis · Examining the effects of capital budgeting decisions on a company’s performance and market position · Demonstrating your critical thinking and analysis skills Instructions Your task in this assignment is to prepare a Feasibility Study and make an Investment Decision using the New Heritage Doll Company case. The case is available in the Harvard Business School Publication at https://hbsp.harvard.edu/import/1036777Links to an external site. The product number is 4212-PDF-ENG. You will be determining the Incremental Cash Flow Projections, the Risked based Discount Rate, the NPV, IRR, Payback Period, and EBITDA for both potential Investments. You will then complete a Feasibility Study on each alternative. The analysis should be (6 – 8 pages) and include at a minimum: · Executive Summary · Background · Benefits · Competitive Analysis · Business Analysis · Financial Analysis · Risk Analysis · Assumptions · Constraints · Appendix Once you have completed the Feasibility Study you must make an Investment Decision on which Capital Budget Alternative you will support and justify that decision. Below are some key guidelines you will want to ensure you follow in writing the paper. Think of this list as a quality control checklist, along with the attached grading rubric. · Paper is 6 - 8 pages in length · Include a title page and reference listing, but do not count your title page and reference listing as part of the 6-8 pages of content we are expecting. Paper format complies with APA 6 or 7 guidelines (e.g., Time New Roman (12 points font) and double-spaced with 1-inch margins on all sides). o If you are unfamiliar with APA 6 or 7 guidelines, please review the sample paper at the following link: https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/documents/20200128APA7ProfPaper.pdf (Links to an external site.) (Links to an external site.) o Also, you will find additional resources listed in the syllabus · No more than 15 percent of paper is comprised of outside sources or direct quotes · Paper fully addresses the elements of the feasibility study · Paper is not written in a Question-and-Answer format, but makes appropriate use of headers and formatting in compliance with APA 6 or 7 guidelines · Paper evidences reflection of the individual author relative to the broader discipline · Paper is free of grammatical errors · Paper is submitted by the DUE DATE. · Use appendix to provide additional information if more than 8 pages are needed Please be sure to review the attached rubric which will be used to grade the assignment. The rubric, along with the assignment instructions, will ensure that you have a clear understanding of the requirements of the assignment. Submission guidelines Use the assignment link to submit your paper. This is a group assignment. Submit ONE copy per group to the instructor.