Sealed Air Assignment Modifications

Sealed Air was a final exam case several years ago when SCS and DMS were exam partners. Thus, it contains lots of material we have not covered yet. The SCS Assignment was the set of exam questions. For some requirements, we have provided partial or complete calculations. While the case makes a good introduction to much of the material and approach in SCS, it may be a bit overzealous to expect you to complete it at this point in the stream. Thus, we have chosen to adjust the requirements for class preparation, as follows:

Examine the solutions provided for questions 1, 5 and 6. Prepare the calculations that answer questions 2, 4, 7, and 8. (Note: question 2 asks about ROI. From the SCS standpoint, ROI means ROA – the business perspective, not the equity-holders’ perspective. Thus, you need to estimate the assets are employed by the Air Cap line.) Then try to conceptually outline how you would answer questions 3 and 9. Finally, assuming you had answers to all of the questions, how would they be relevant to the decision as to whether Sealed Air should introduce its own line of uncoated bubble wrap?