

**Cost Calculations and Competitive Benchmarking:**

**A Case study: Xeikon N.V.**

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**ABSTRACT**

*Xeikon N.V. is a young NASDAQ-listed company in the digital colour printing market. First of all, the student is expected to step into the role of an independent expert advising Xeikon's CEO. Although it is already clear that digital colour printing is competitive mainly at relatively small order quantities, the student is expected to give more specific information about the quantities for which Xeikon equipment is competitive. This will require different kinds of break-even analysis. Furthermore, students should analyse cost data using a learning curve model. In doing so, they should address the limitations of the model, test the usefulness in this situation and recognize that learning is not the right term in this context. The investigations require the use of regression analysis.*

*(Note: a case solution can be obtained by simple request)*