

GLOSSARY OF TERMS

Payback Period	:	A period indicates how long the capital invested in such investment can be returned.
Internal Rate Of Return	:	An efficiency indicator level of an investment.
Net Present Value	:	The difference between expenditure and income have been discounted using the social opportunity cost of capital as the discount factor, or in other words an expected cash flow in the future that is discounted at this time.
Investment	:	Investment for one or more assets owned and usually long term to get a benefit in the future.
Demand	:	Total goods and services to be purchased in a variety of price levels, at a given time in the market.
Cash flow	:	Amount of cash coming in and out as a result of the activities of the company in other words is comprised of a cash flow stream into the cash flow of the company and the company and how the balance of each period.
Quantitative	:	Systematic scientific research on the parts and phenomena and their relationships
Qualitative	:	A descriptive research which tend to use inductive analysis approach