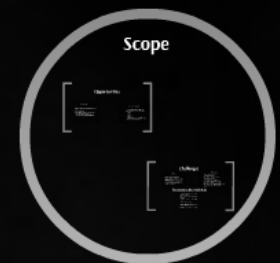
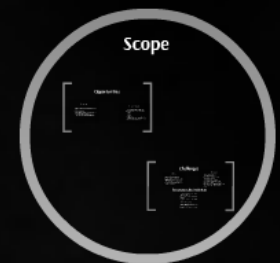


Solving the Problems of New Product Forecasting Thecasesolutions.com



HERO **HAVE SEX
SAVE A LIFE
SAVE THE WORLD**

Solving the Problems of New Product Forecasting Thecasesolutions.com



HERO **HAVE SEX
SAVE A LIFE
SAVE THE WORLD**

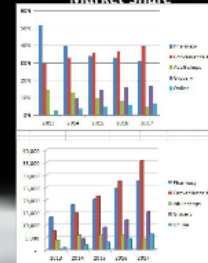
Thecasesolutions.com

Thecasesolutions.com

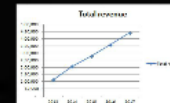
HERO <small>2013</small> <small>2014</small> <small>2015</small> <small>2016</small> <small>2017</small>						
Threatened Sales Interest						
Year	2013	2014	2015	2016	2017	2018
Members	12,000	12,000	12,000	12,000	12,000	12,000
Corporate sales	22%	22%	22%	22%	22%	22%
Corporate sales	26%	26%	26%	26%	26%	26%
Corporate sales	12%	12%	12%	12%	12%	12%
Group	8%	8%	8%	8%	8%	8%
Group	10%	10%	10%	10%	10%	10%
Group	4%	4%	4%	4%	4%	4%
Year	2013	2014	2015	2016	2017	2018
Members	12,000	12,000	12,000	12,000	12,000	12,000
Corporate sales	22%	22%	22%	22%	22%	22%
Corporate sales	26%	26%	26%	26%	26%	26%
Corporate sales	12%	12%	12%	12%	12%	12%
Group	8%	8%	8%	8%	8%	8%
Group	10%	10%	10%	10%	10%	10%
Group	4%	4%	4%	4%	4%	4%
Year	2013	2014	2015	2016	2017	2018
Members	12,000	12,000	12,000	12,000	12,000	12,000
Corporate sales	22%	22%	22%	22%	22%	22%
Corporate sales	26%	26%	26%	26%	26%	26%
Corporate sales	12%	12%	12%	12%	12%	12%
Group	8%	8%	8%	8%	8%	8%
Group	10%	10%	10%	10%	10%	10%
Group	4%	4%	4%	4%	4%	4%

Thecasesolutions.com


Market Share



Units Sold

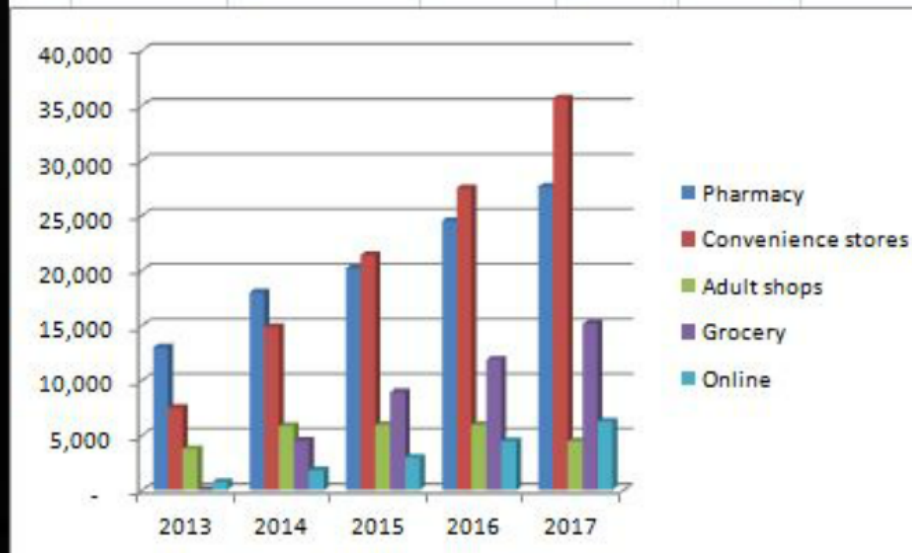
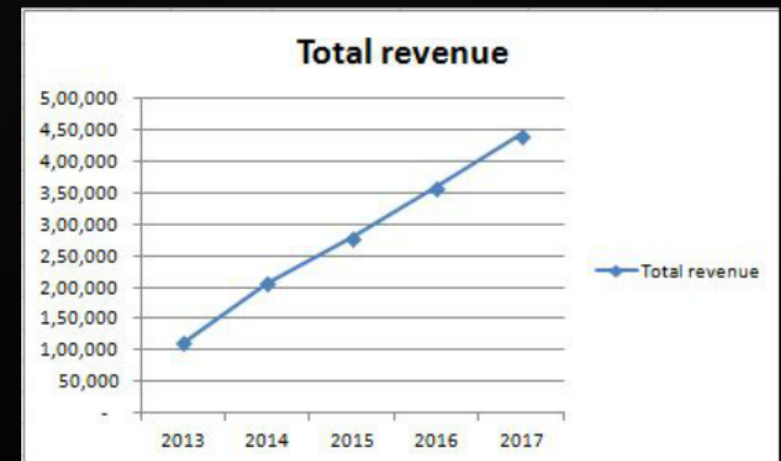
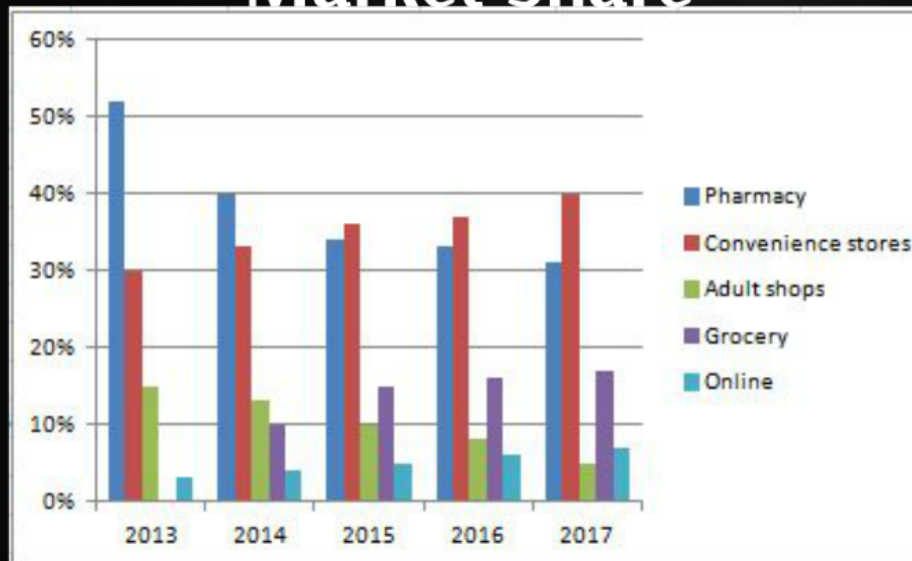


Thecasesolutions.com

						
Budgeted Sales forecast						
	Year	2013	2014	2015	2016	2017
<i>Market share</i>						
	Pharmacy	52%	40%	34%	33%	31%
	Convenience stores	30%	33%	36%	37%	40%
	Adult shops	15%	13%	10%	8%	5%
	Grocery	0%	10%	15%	16%	17%
	Online	3%	4%	5%	6%	7%
	Year	2013	2014	2015	2016	2017
	<i>Number of units</i>	25,000	45,000	59,400	74,250	89,100
	<i>Growth rate</i>		80%	32%	25%	20%
	Pharmacy	13,000	18,000	20,196	24,503	27,621
	Convenience stores	7,500	14,850	21,384	27,473	35,640
	Adult shops	3,750	5,850	5,940	5,940	4,455
	Grocery	-	4,500	8,910	11,880	15,147
	Online	750	1,800	2,970	4,455	6,237
	Gross	174	313	413	516	619
	<i>Average selling price</i>	4.5	4.6	4.7	4.8	5.0
	<i>Annual Inflation</i>	2.50%				
	<i>Total revenue</i>	1,12,500	2,07,563	2,80,832	3,59,816	4,42,574

Thecasesolutions.com

Market Share



Units Sold

P&L Forecast

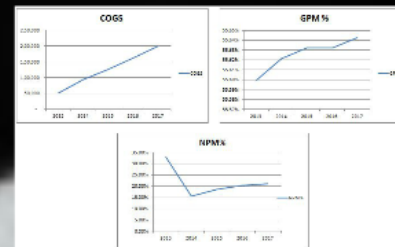
Thecasesolutions.com

Budget Profit & Loss statement

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021
Revenue	1,112,500	1,207,500	1,300,000	1,390,000	1,480,000	1,570,000	1,660,000	1,750,000	1,840,000
Other Revenue	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125	1,125
Total Revenue	1,113,625	1,208,625	1,301,125	1,391,125	1,481,125	1,571,125	1,661,125	1,751,125	1,841,125
COGS	51,450	51,450	51,450	51,450	51,450	51,450	51,450	51,450	51,450
Gross Profit	1,062,175	1,157,175	1,249,675	1,339,675	1,429,675	1,519,675	1,609,675	1,699,675	1,789,675
GPM %	95.48%	95.48%	95.48%	95.48%	95.48%	95.48%	95.48%	95.48%	95.48%
Selling, general & admin	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Advertising, promotion & PR	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Rent	500	500	500	500	500	500	500	500	500
Insurance	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000
Utilities	200	200	200	200	200	200	200	200	200
Distribution and postage	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Vehicle and maintenance	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Total expenses	69,200	69,200	69,200	69,200	69,200	69,200	69,200	69,200	69,200
EBIT	1,002,975	1,087,975	1,180,475	1,270,475	1,360,475	1,450,475	1,540,475	1,630,475	1,720,475
Income Tax	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500
EBT	998,475	1,083,475	1,175,975	1,265,975	1,355,975	1,445,975	1,535,975	1,625,975	1,715,975
EBT %	89.7%	89.7%	89.7%	89.7%	89.7%	89.7%	89.7%	89.7%	89.7%

Thecasesolutions.com

Thecasesolutions.com



Thecasesolutions.com



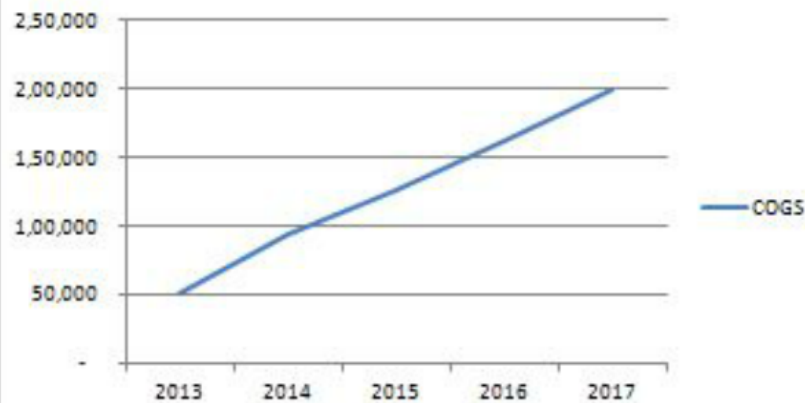
Budgeted Profit & loss statement

Year	2013	2014	2015	2016	2017	2.5%
	2013	2014	2015	2016	2017	
Revenue	1,12,500	2,07,563	2,80,832	3,59,816	4,42,574	
Other Revenue	1,125	3,113	4,915	6,297	8,851	
Total Revenue	1,13,625	2,10,676	2,85,747	3,66,113	4,51,425	
COGS	50,450	93,495	1,26,780	1,62,437	2,00,240	
Gross Profit	63,175	1,17,181	1,58,967	2,03,676	2,51,185	
GPM %	55.60%	55.62%	55.63%	55.63%	55.64%	
Selling, general & admin						
Advertising, Marketing & PR	10,000	16,605	16,850	17,991	22,129	8%
Rent	2,040	5,000	7,500	10,000	14,000	6%
Insurance	505	935	1,268	1,624	2,002	5%
Salaries	-	48,000	60,000	72,000	84,000	5%
Utilities	204	600	1,050	1,600	2,520	10%
Distribution and postage	2,523	4,675	6,339	8,122	10,012	12%
Website and maintenance	4,000	3,000	3,300	4,300	5,000	14%
Total expenses	19,271	78,815	96,307	1,15,637	1,39,663	16%
PBT	43,904	38,366	62,660	88,039	1,11,522	18%
Income Tax	6,586	5,755	9,399	13,206	16,728	50% deductible
PAT	37,318	32,611	53,261	74,833	94,794	
NPM%	32.84%	15.48%	18.64%	20.44%	21.00%	

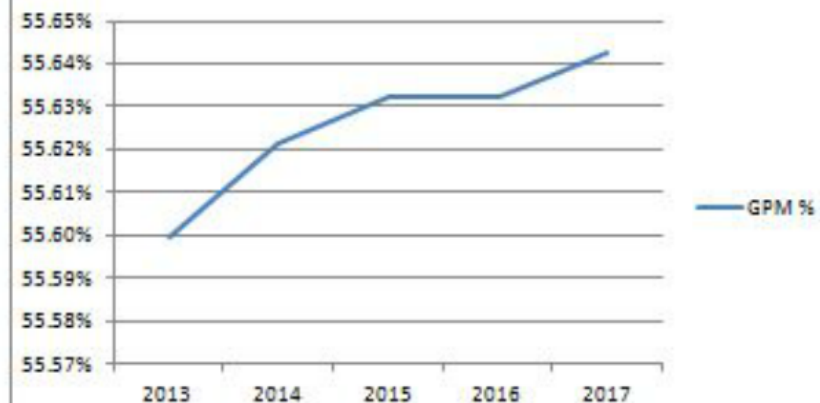
per/c
0.083 0.085 0.088 0.090 0.092

Thecasesolutions.com

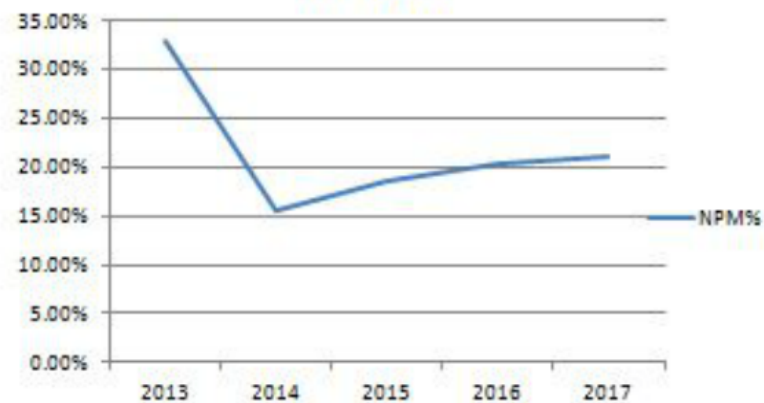
COGS



GPM %



NPM%



Supply Chain Strategy

Thecasesolutions.com

- Aim to be an efficient Supply chain network. Focus on low cost along with efficient use of assets. Focus on differentiation from competitors by promoting the Save a Life tag.
- Source the product from the best-cost supplier. Push strategy in the beginning to ensure visibility in the markets. Use pharmacies, convenience stores and grocery markets.
- Improve on demand forecast and move into Pull strategy. Work on improving the product through feedback from consumers and provide more variants. Work towards reducing the logistics cost by using initiatives such as minimum order size policy of a full truck load.
- Train people in Australia and Botswana to help ensure proper stocking and distribution.
- Invest in leasing warehouses in Western Australia and Botswana to ensure proper stock numbers. Also install WMS to improve stock numbers. Work with the distribution channel to understand issues faced by them
- Use a balance scorecard to help in maintaining a good system. Work on continuous improvement on logistics and packaging. Innovate as per the market requirement.

