

Jakarta's Transportation Problems

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Sales Forecast
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P&L Forecast
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Supply Chain Strategy
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Use a forecast to help drive supply chain decisions. Forecasting is a key component of supply chain management. It helps companies understand demand patterns, optimize inventory levels, and improve customer service. Thecasesolutions.com provides a comprehensive supply chain strategy framework that includes demand forecasting, inventory management, and logistics optimization. This framework helps companies make data-driven decisions to reduce costs, improve efficiency, and enhance customer satisfaction.




1-to-1 Commitment

- 3 to 5 year concentration on random distribution in Indonesia
- Mapping our commitment in Indonesia - every result tracking
- Solidi Platform in Indonesia service
- Distribution through random sampling, our lines. We shall setup random sampling machines in clubs, bars, theaters



Scope



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

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Use a forecast to help drive supply chain strategy. Forecasting is a key component of supply chain management. It helps you understand the demand for your products and services, and it helps you plan for the future. Forecasting can help you identify trends, anticipate changes, and make better decisions about inventory, production, and distribution. Forecasting can also help you improve customer service and reduce costs. Forecasting is a critical part of supply chain management, and it can help you succeed in a competitive market.




1-to-1 Commitment

- 3 to 5 year concentration on random distribution in Botswana
- Mapping our commitment in Botswana - any results tracking
- Solidify Partner in Botswana service
- Distribution through random vending machines. We shall setup random vending machines in clubs, bars, schools



Scope



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Sales Forecast

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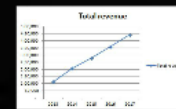
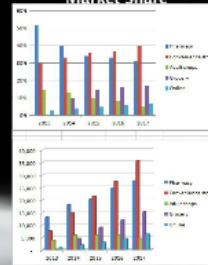
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Budgeted Sales Forecast

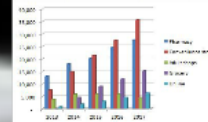
Year	2012	2013	2014	2015	2016	2017
Michigan						
Illinois	22%	48%	24%	22%	21%	21%
Connecticut	24%	22%	28%	27%	27%	48%
South West	22%	22%	28%	28%	28%	28%
Other	8%	18%	18%	18%	18%	18%
Other	8%	4%	9%	9%	9%	9%
Total	2012	2013	2014	2015	2016	2017
Number of units	22,000	12,000	30,000	29,000	29,000	30,000
Growth rate		36%	22%	20%	20%	20%
Illinois	22,000	12,000	20,000	20,000	20,000	22,000
Connecticut	1,200	14,800	21,200	21,200	21,200	21,200
South West	2,100	2,100	2,500	2,500	2,500	2,500
Other	1,100	4,100	6,800	11,800	11,800	11,800
Other	170	1,900	3,400	4,800	4,800	4,800
Units	270	310	310	310	310	410
Average selling price	4.2	4.4	4.3	4.3	4.3	4.3
Revenue	1,122,000	2,012,000	2,802,000	2,589,000	2,589,000	4,422,000

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Market Share



Units Sold

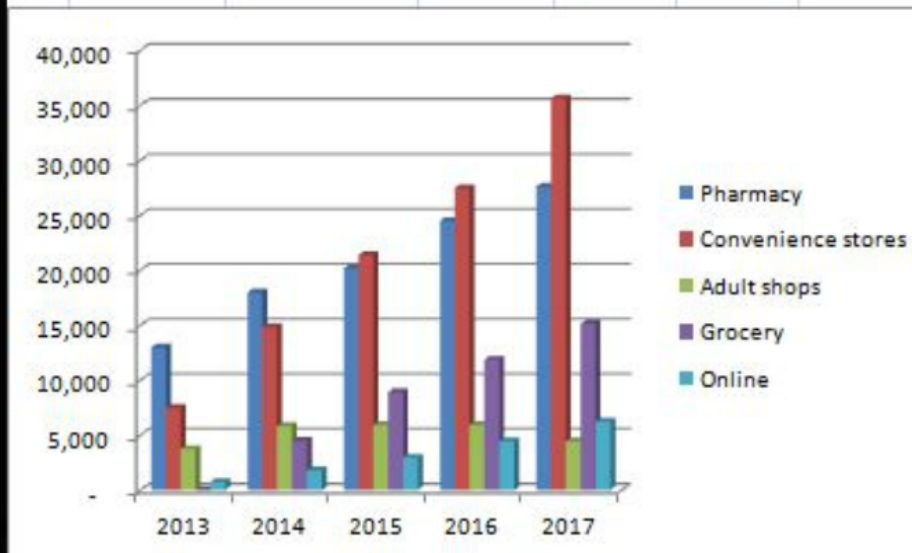
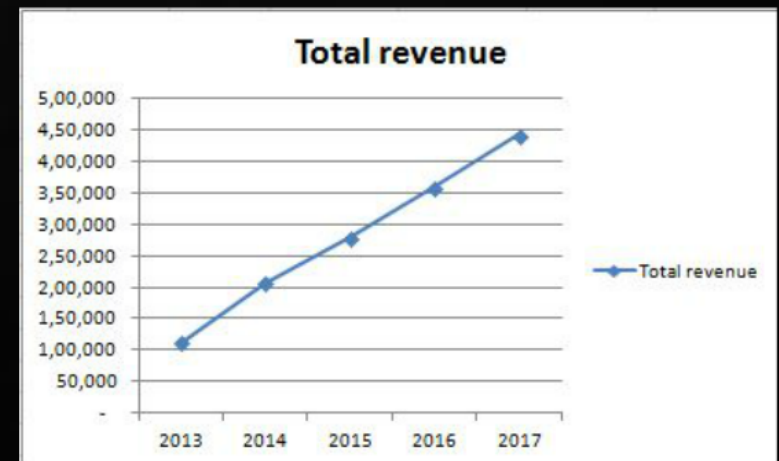
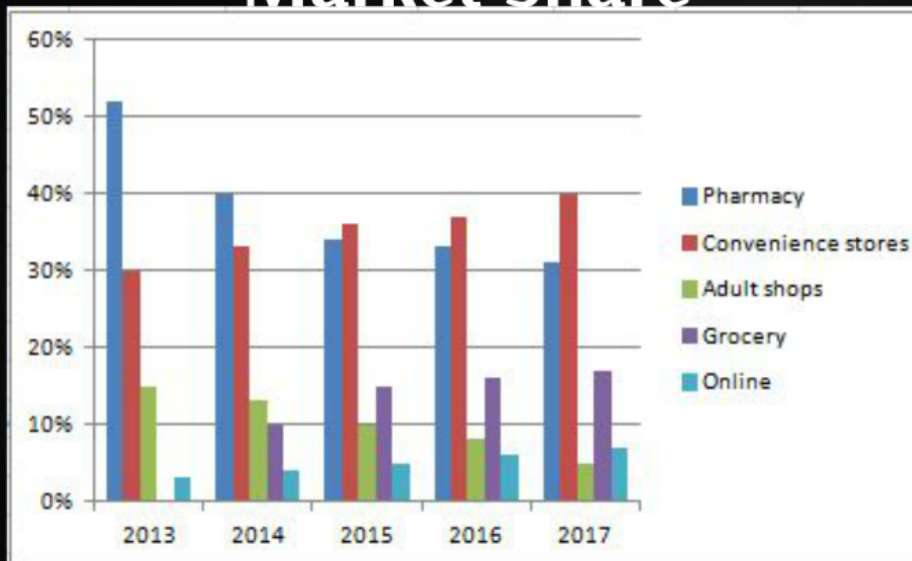


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Budgeted Sales forecast						
	Year	2013	2014	2015	2016	2017
<i>Market share</i>						
	Pharmacy	52%	40%	34%	33%	31%
	Convenience stores	30%	33%	36%	37%	40%
	Adult shops	15%	13%	10%	8%	5%
	Grocery	0%	10%	15%	16%	17%
	Online	3%	4%	5%	6%	7%
	Year	2013	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

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Market Share



Units Sold

P&L Forecast

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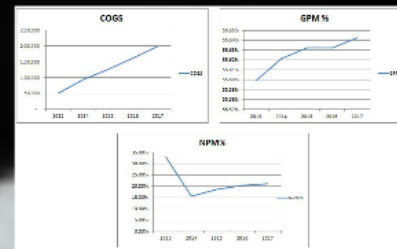
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Budget Profit & Loss statement

Year	2013					2014					2015					2016					2017				
	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
Revenue	1,12,500	2,07,540	2,80,012	3,50,816	4,21,512																				
Other Revenue	1,125	3,135	4,915	6,287	8,851																				
Total Revenue	1,13,625	2,10,675	2,84,927	3,57,103	4,30,363																				
COGS	51,250	91,481	1,24,788	1,67,427	2,06,202	0.083	0.085	0.088	0.090	0.092															
Gross Profit	62,375	1,19,194	1,60,139	1,89,676	2,24,161																				
GPM %	55.88%	56.62%	56.23%	53.13%	52.08%																				
Selling, general & admin	10,000	10,000	10,000	11,940	22,128																				
Advertising, marketing & PR	2,040	3,000	7,500	10,000	14,000																				
Salaries	500	950	1,200	1,824	2,000	1%	1%	1%	1%	1%															
Rent	-	40,000	40,000	72,000	84,000																				
Utilities	204	400	1,030	1,890	2,220	10%	10%	10%	10%	10%															
Distribution and postage	2,520	4,475	6,180	6,122	10,612	1%	1%	1%	1%	1%															
Patrol and maintenance	4,000	3,000	3,000	4,300	5,000																				
Total expenses	19,274	78,831	86,910	1,13,877	1,39,800																				
EBIT	43,101	40,363	73,229	75,749	1,11,121																				
Income Tax	4,500	5,100	9,200	13,200	18,700	10% deduction																			
PAT	38,601	35,263	64,029	62,549	92,421																				
EBITDA	52,141	47,663	82,429	81,649	111,121																				

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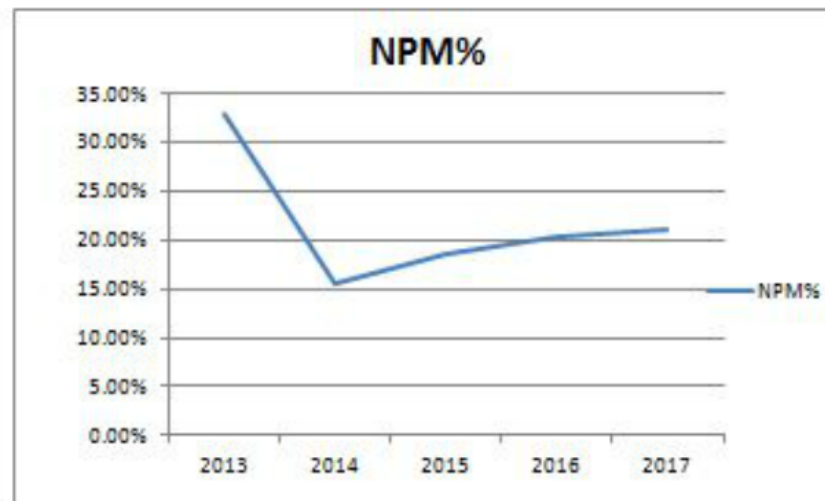
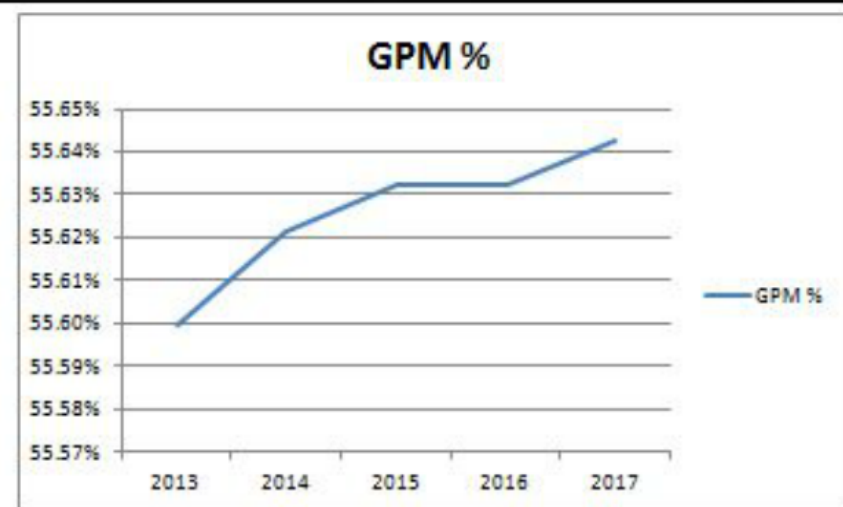
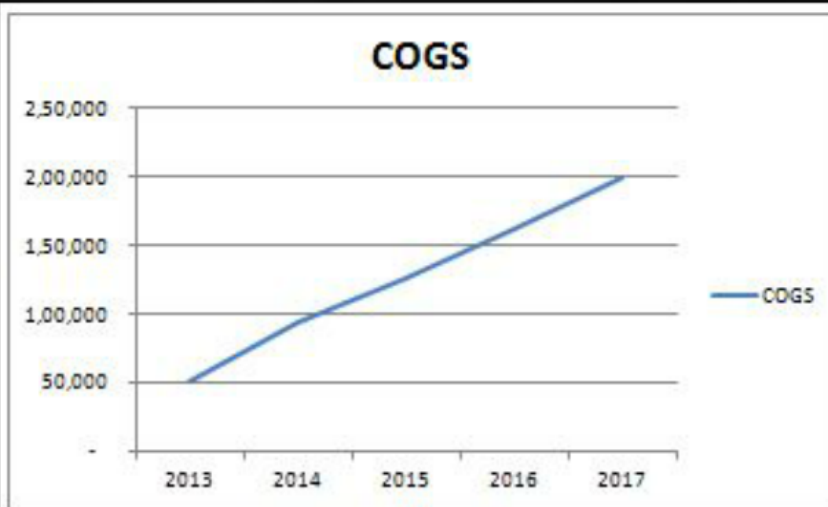
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Budgeted Profit & loss statement

Year	2013					2.5%				
	2013	2014	2015	2016	2017	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	per/c				
Gross Profit	63,175	1,17,181	1,58,967	2,03,676	2,51,185	0.083	0.085	0.088	0.090	0.092
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%	6%	5%	5%
Rent	2,040	5,000	7,500	10,000	14,000					
Insurance	505	935	1,268	1,624	2,002	1%	1%	1%	1%	1%
Salaries	-	48,000	60,000	72,000	84,000					
Utilities	204	600	1,050	1,600	2,520	10%	12%	14%	16%	18%
Distribution and postage	2,523	4,675	6,339	8,122	10,012	5%	5%	5%	5%	5%
Website and maintenance	4,000	3,000	3,300	4,300	5,000					
Total expenses	19,271	78,815	96,307	1,15,637	1,39,663					
PBT	43,904	38,366	62,660	88,039	1,11,522					
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%					

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Supply Chain Strategy

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- 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.

