PERFORMANCE SUMMARY

- There has been a steady increase in the sales over the last 3 quarters due to the strategy adapted.
- The graph shows the quarter over quarter increase in sales order.

COMPETITION STRATEGIES

Q2
- Objective was to make profit.
- Launched 5 products into the market.
- Reduced Overhead and Operational Costs by producing more boxes.

Q3
- Implemented lessons learnt from Q2.
- Went with fast moving products that were capturing market.
- Invested in marketing and Sales, General and Administration
- Produced the existing products in batches.

Q4
- Implemented lessons learnt from Q3.
- Analyzed the market trend and introduced new product to capture growing market.
- Went to produce in batches but resulted in crisis of production due to early close of quarter.

Q5
- Analyzed the sales trends and Muesli market and altered the forecasting.
- Changed the BOM as per customer’s taste.
- Went with an aim to maximize plant utilization in terms of production
- Took advantage of the low raw material prices and procured materials for future production and ended with high ending inventory value

WHY SHOULD YOU INVEST IN US – COMPANY B

- Consistent net income quarter over quarter.
- Best mix of ingredient (BOM).
- Attractive prices but profitable.
- Best in the industry: We improve production methods to keep the cost of products low and make profit.
- We cater to demand, keep adequate inventory of the fast and profitable products and forecast based on the previous performances.
- Improved production means higher quality products, high production and hence low product costs.
  - Low product cost means higher profit
  - High quality and Low costs means higher market share
  - Higher market share of a profitable cereal means high profit for company
  - High profits are great returns for your investment