

ÜBER GRAIN

Always Go With The Grain

Management:

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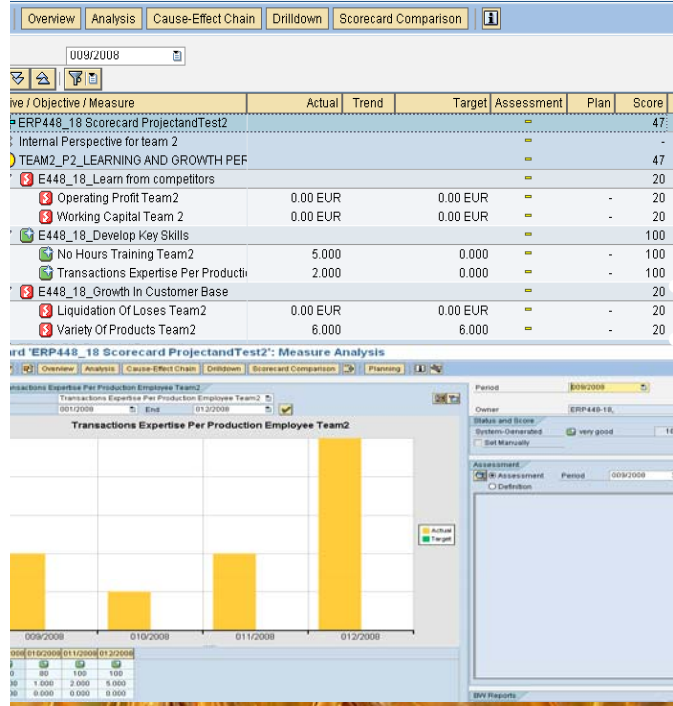
Operation:

Abhinav Saini

Aggressive Restructuring for Revenue Growth – Uber CFO

Earning and Growth Perspective

Scorecard 'ERP448_18 Scorecard ProjectandTest2': Analysis



Period	009/2008	010/2008	011/2008	012/2008
Status	🔴	🔴	🔴	🟢
Score	20	20	20	100
Trend Indicator	→	→	→	↑
Actual	0.00 EUR	4,668,304.00 EUR	642,643.00 EUR	5,412,548.00 EUR
Plan	0.00 EUR	5,000,000.00 EUR	5,135,134.00 EUR	706,907.00 EUR
Target	0.00 EUR	6,360,480.00 EUR	2,250,516.00 EUR	9,378,910.00 EUR

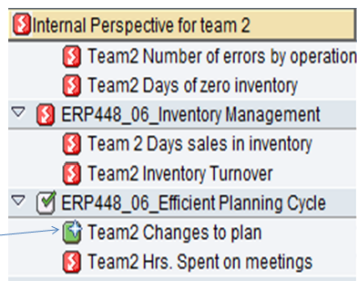
Low Cost Strategy
High ROE for high Shareholder Value

Internal Perspective

Perspective to measure internal performance of company
-Shows how well the inventory is utilized
-Plan to improve productivity

Learn from past look for future

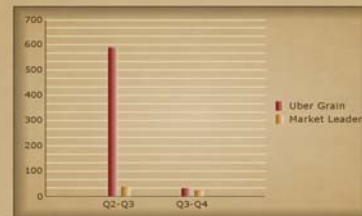
-Our team made changes to plans, looking at past bad results and achieved better results using **scorecard approach**



Marketing Perspective

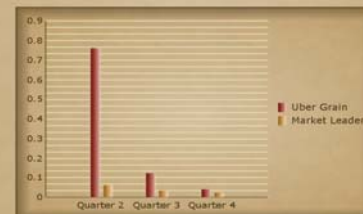
The objectives of this perspective is to improve sales through effective advertising, Offer better prices in its category and maximize profit per product

Sales Improvement over previous quarter



Here we can see that after the initial problems faced during production in second quarter, the company has made significant improvement in sales.

Advertising Budget to Sales Per Quarter



Here as well we can see that Uber grain has made consistent improvement over previous quarters.

Fall 2008