

# **TECHTRONIX INNOVATIONS BUSINESS DEVELOPMENT ANALYSIS**

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# Presentation Outline



Company Overview



Aim of Analysis



Key Performance Indicators

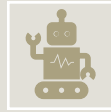


Insights and Recommendations



Conclusion

# Company Overview



A hi-tech company and forefront player in the microchip and robotics industry.



The company boasts an extensive portfolio that caters to automotive, consumer electronics, and industrial sectors.



It grapples with demand unpredictability, inventory management inefficiencies, and the identification of profitable market opportunities.

# Aim of Analysis



Sales Performance Analysis



Customer Insights



Inventory Optimization



Profitability Analysis



Market Expansion Opportunities



# Key Performance Indicator (2023)

1

Total Profit  
\$53m

2

Total Quantity Sold  
501k

3

Total Revenue  
\$252m

4

Total Production Cost  
\$4m

# Sales Analysis

- Insights

- Seasonality

- Peak; April , Dip; May

- Product Focus

- Product 1315; low-cost, high profitability

- Product 1469; underperforms with high cost.

- Quarterly Trend

- USA and Germany; Microchip

- Global Trends

- USA & China

- Recommendations

- Production efficiency

- Investing in low-cost, high profitable products like 1315

- Marketing and Promotional efforts

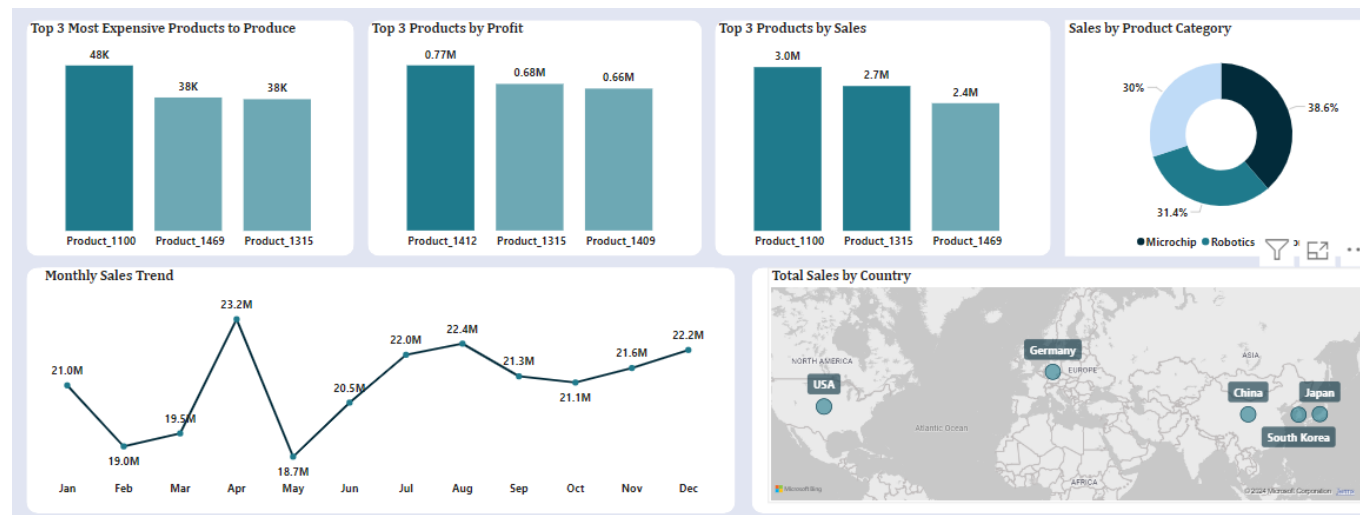
- Focus on Q1, prioritize high demand low-cost products

- Regional Investment

- Microchip , Germany and USA, tailoring strategies for others

- Research and Development

- Marketing for underperforming categories like sensor to diversify revenue streams



# Customer Insights

1

## Insights

- Client Focus

Industrial clients (35% of sales) USA; top , Japan; Least (Robotics)

- Product Demand

Microchip leading with 39% of sales with strong demand in Europe, China and USA.

- Consumer Electronic Clients Edge

Japan has top sales in this sector

- Product Alignment

Low sales from automotive clients in China especially in Robotics and Sensors

2

## Recommendations

- Prioritize Microchip production

Moving resources from robotic and sensors in underperforming regions

- Reallocate resources

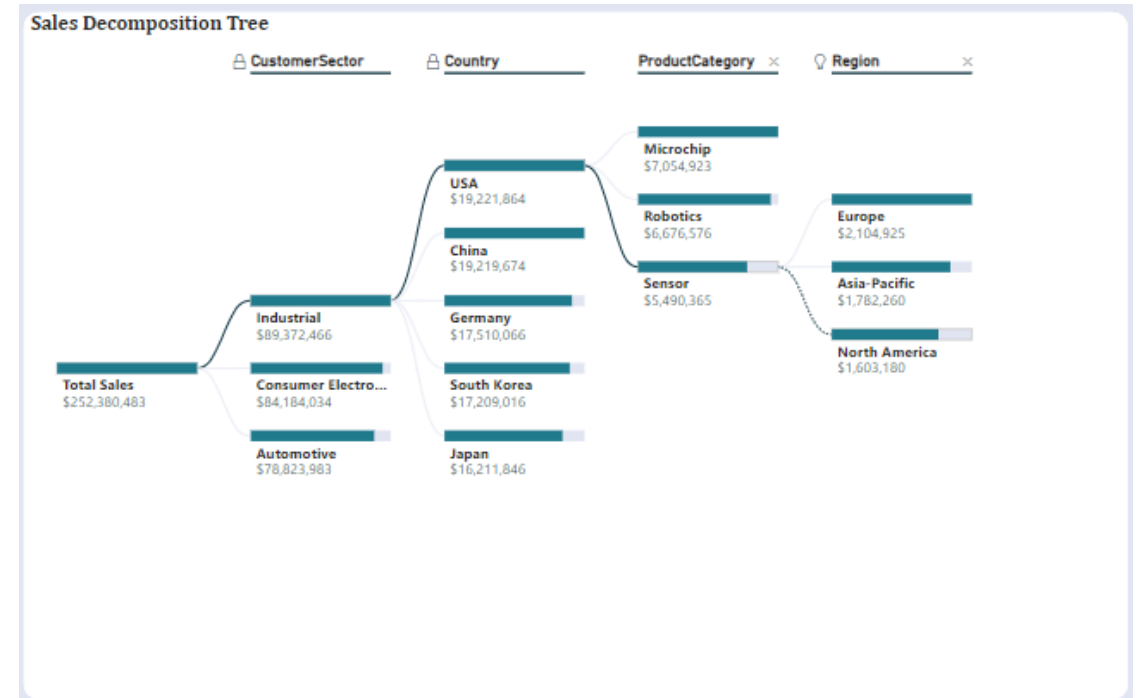
Target Japan for growth of consumer electronic clients

- Refocus Strategy

Focus more on Microchip in China for automotive clients

- Optimize regional plan

Minimize sensor production in Europe



# Inventory Optimization & Profitability

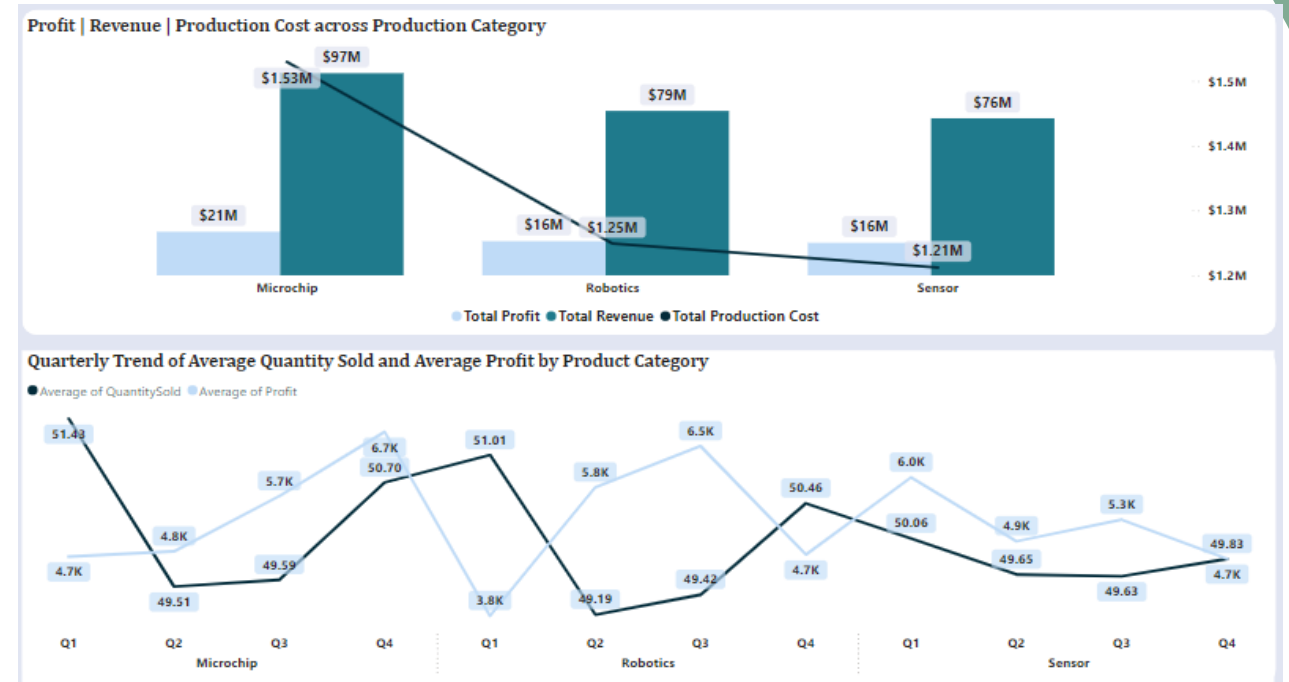


## Insights

- **Product Profitability**  
23 products with negative profit margin
- **Category Profitability**  
Microchip, top priority for resource allocation
- **Seasonal Performance**  
Sensor, least overall but great revenue stream in Q1, opportunity for targeted sales effort

## Recommendations

- **On-Demand production**  
Minimal stock level for underperforming products
- **Reallocate resources**  
30% reallocation from sensor production cost boost profitability by 11%
- **Leverage Seasonal Sales**  
Sensor promotions in Q1 and Microchip/Robotics other quarters
- **Optimize resource allocation**  
Continuously monitor and adjust allocation to high-performing products for improved profitability.





# Market Expansion

- Insights

- Untapped potential

Asia Pacific, microchip production

- Customer concentration risk

Customer 108, expanding client base

- Recommendations

- Enhance customer engagement

Understand buying trends, provide tailored incentives to boost year-round sales

- Prioritize Microchip production

Reallocation from other categories, Asia Pacific

- Expand to new cities within existing region

Starting with Asia Pacific

- Broaden customer focus

Tailored incentives and solution



**Thank You!**

