



# ChemCorp Non-Technical Presentation

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## Problem Statement

ChemCorp has lost 10% of its market share in the past fiscal year due to the competitive advantages of our new competitors; including lower barriers to entry and technological advances.

### Key Focus:

1. Industry representation
2. Customer segment portfolio
3. Profit Margin

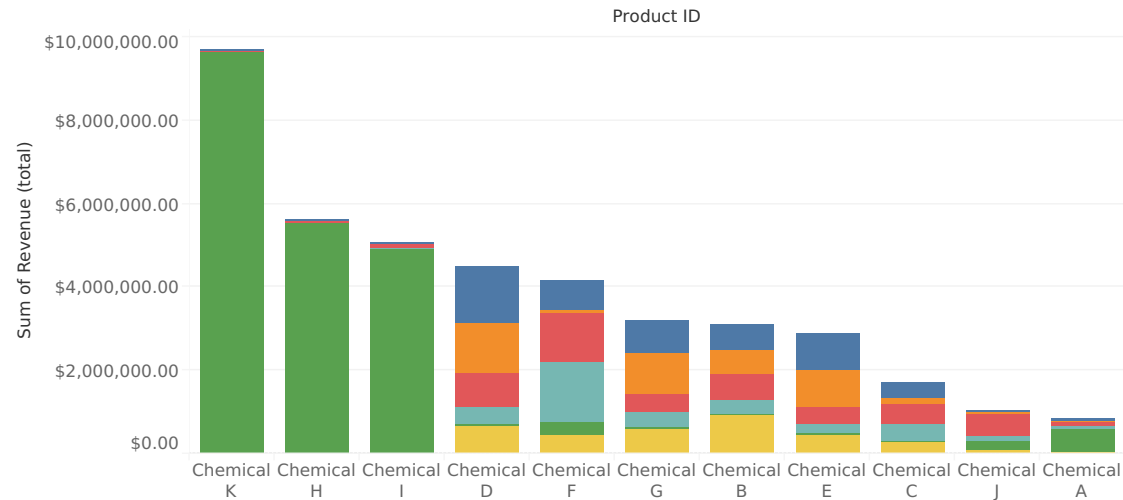
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Highlight ..  
No items..

Chemical A and Chemical J have generally low representation across all industries and are the two lowest revenue producing products.

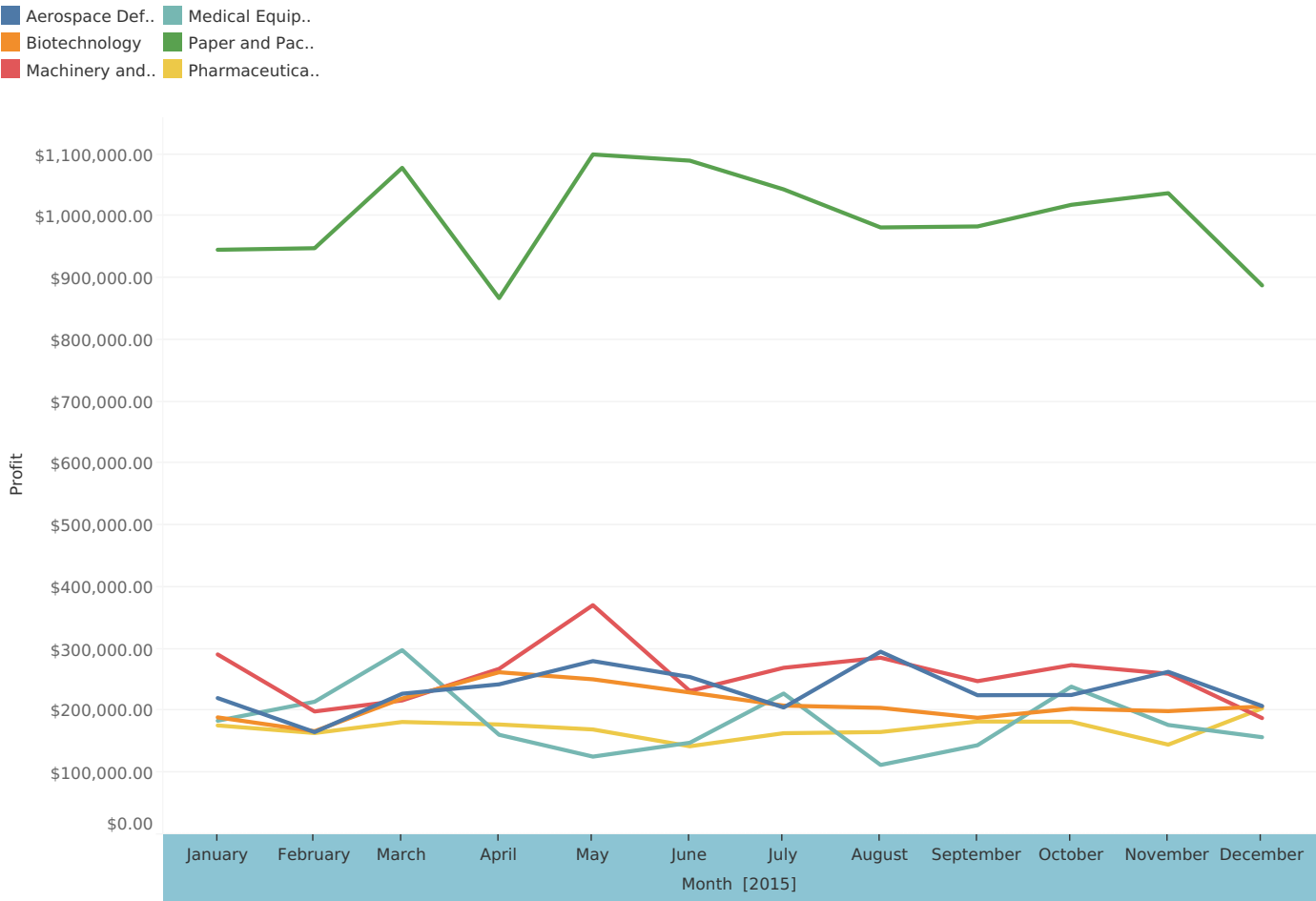
Business T..	Product ID										Che
	Chemical A	Chemical B	Chemical C	Chemical D	Chemical E	Chemical F	Chemical G	Chemical H	Chemical I	Chemical J	
Aerospace ..	11.36%	92.05%	80.68%	92.05%	93.18%	68.18%	64.77%	15.91%	29.55%	20.45%	
Biotechnol..	8.25%	96.91%	83.51%	100.00%	98.97%	38.14%	80.41%	3.09%	18.56%	21.65%	
Machinery ..	13.27%	77.55%	76.53%	79.59%	76.53%	69.39%	54.08%	13.27%	28.57%	35.71%	
Medical Eq..	17.39%	92.75%	86.96%	95.65%	89.86%	81.16%	56.52%	8.70%	24.64%	39.13%	
Paper and ..	30.61%	31.63%	31.63%	41.84%	36.73%	41.84%	21.43%	88.78%	90.82%	15.31%	
Pharmace..	12.77%	97.87%	75.53%	96.81%	94.68%	64.89%	69.15%	7.45%	12.77%	25.53%	



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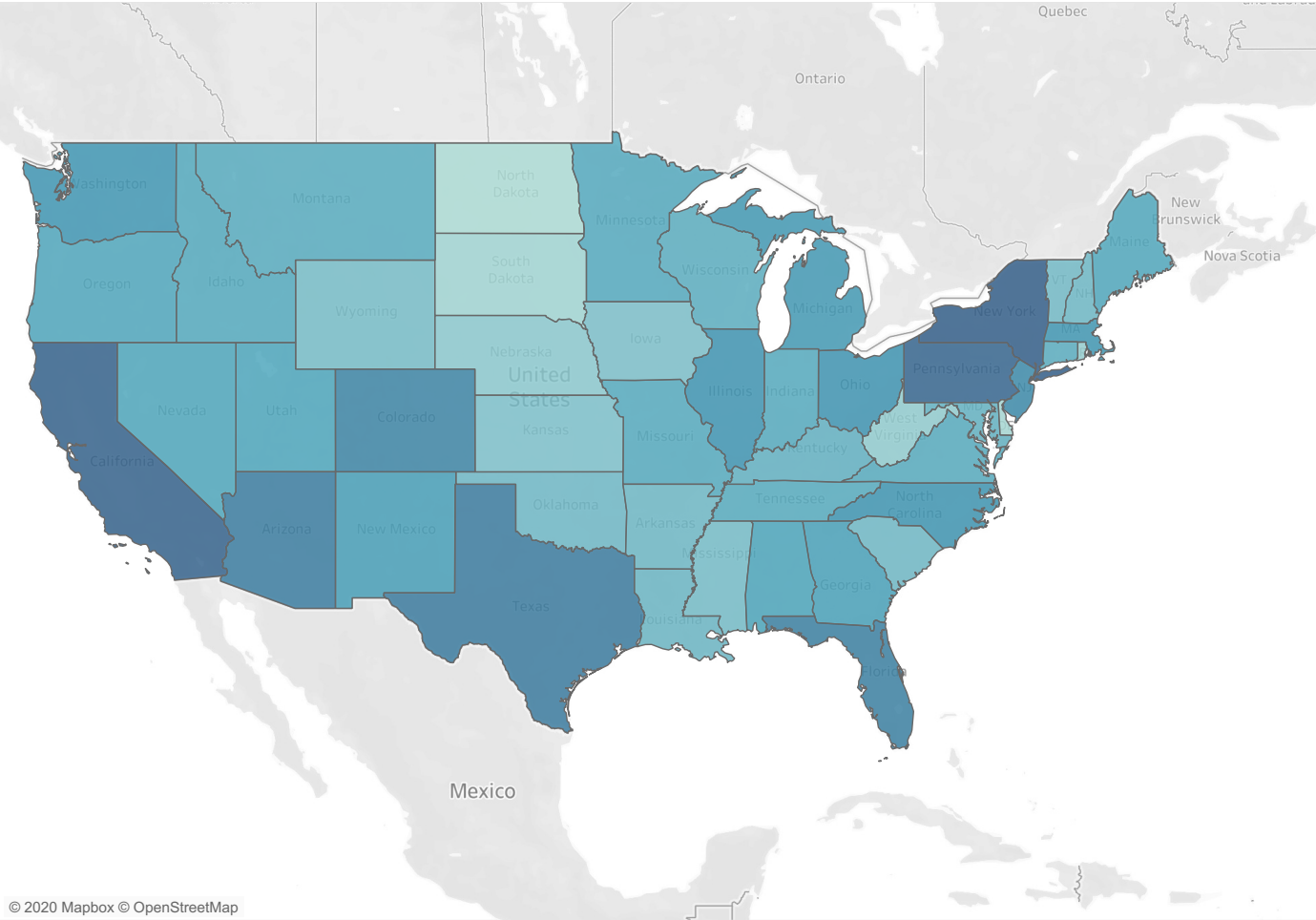
Business types' seasonal fluctuations in regards to profit. Paper and packaging takes the lead with a significant drop in April 2015. In December, all industries except for Pharmaceuticals and Biotech see a decline.



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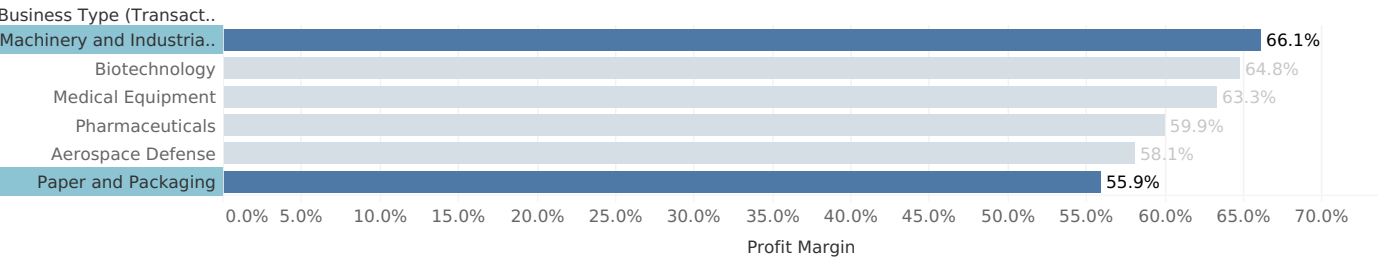
The darker states, California, New York and Pennsylvania, illustrate a more diversified customer segment portfolio.



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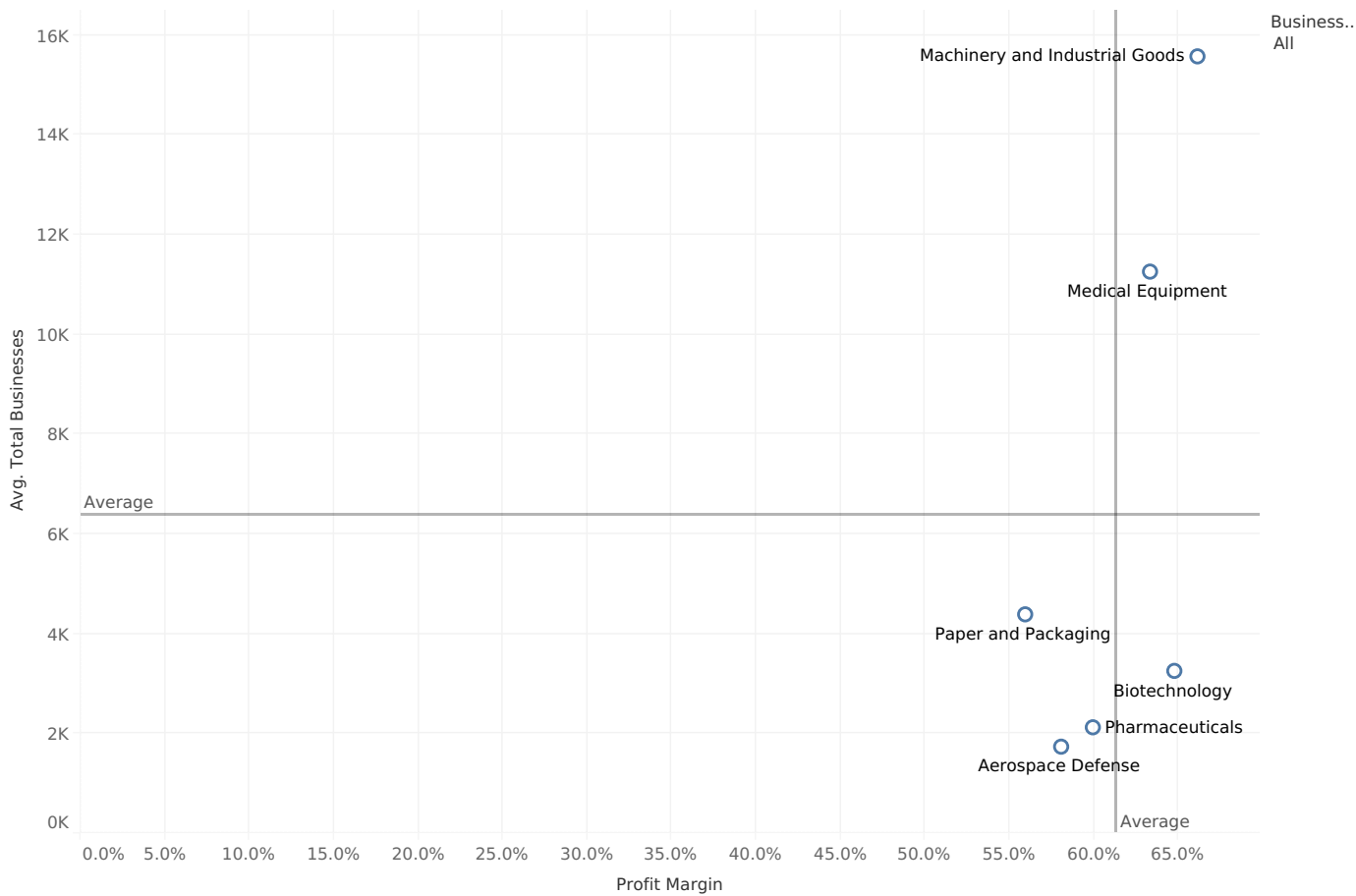
Below is a representation of the **average profit margin** in each industry. Although Paper and Packaging ranks highest in revenue generation, the average profit margin brings up cost concerns.



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The below matrix plots each of the six industries against the **market average profit margin**. Again, Paper and Packaging as well as Aerospace Defense fall behind when plotted against the market average.



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### Recommendations:

**Paper and Packaging** holds the top place in revenue generation, however does not stand out when compared to profit margin and customer segments, seemingly underwhelming compared to the market average. **Recommendation:** Question Mark, look more in depth at what is costing this industry so much that it shows strongly in revenue generation, but has a lower profit margin.

**Machinery and Industrial Goods** and **Medical Equipment** prove to be cash cows and are well over the market average in terms of customer segments and profit margin. **Recommendation:** Resume high investment.

**Recommendation:** Divest **Product A** due to low profit margin and low activity in all industries.