



# Container Leasing Optimization

Revenue Management Approach

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# Revenue Management (RM) and Benefits

## Revenue Management

Revenue management is a strategic approach to **optimise the profits and revenue** by implementing *adjustments to the prices and availability of goods* in response to *market conditions, demand, and additional determinants*.

## Benefits of RM Model for WCG



### Competitive Industry Landscape

Adoption of RM strategies essential for maintaining competitiveness and market share



### Dynamic Pricing Opportunities

To maximize revenue across lease options, demand fluctuations, and customer segmentation, dynamic pricing should be implemented



### Efficient Resource Allocation

An RM model facilitates effective resource allocation, ensuring optimal decision-making



### Demand Variations Adaptability

An RM model allows to adjust pricing and capacity based on fluctuating and seasonal demands



### Maximizing Operational Efficiency

RM implementation optimises resource utilization, thereby driving business growth and profitability

# Content

Revenue Management (RM) and Benefits 01

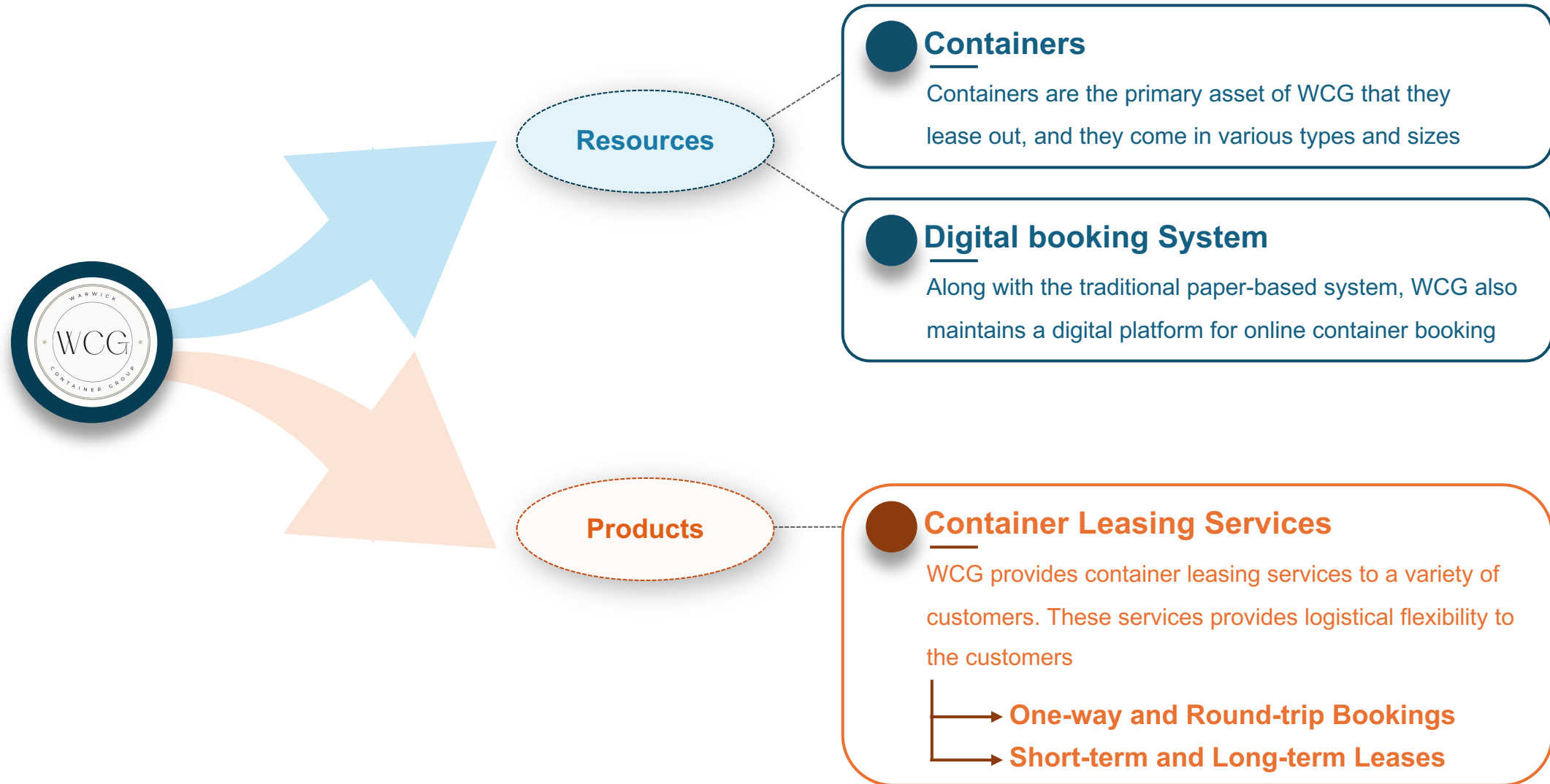
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# WCG's Current Business Environment



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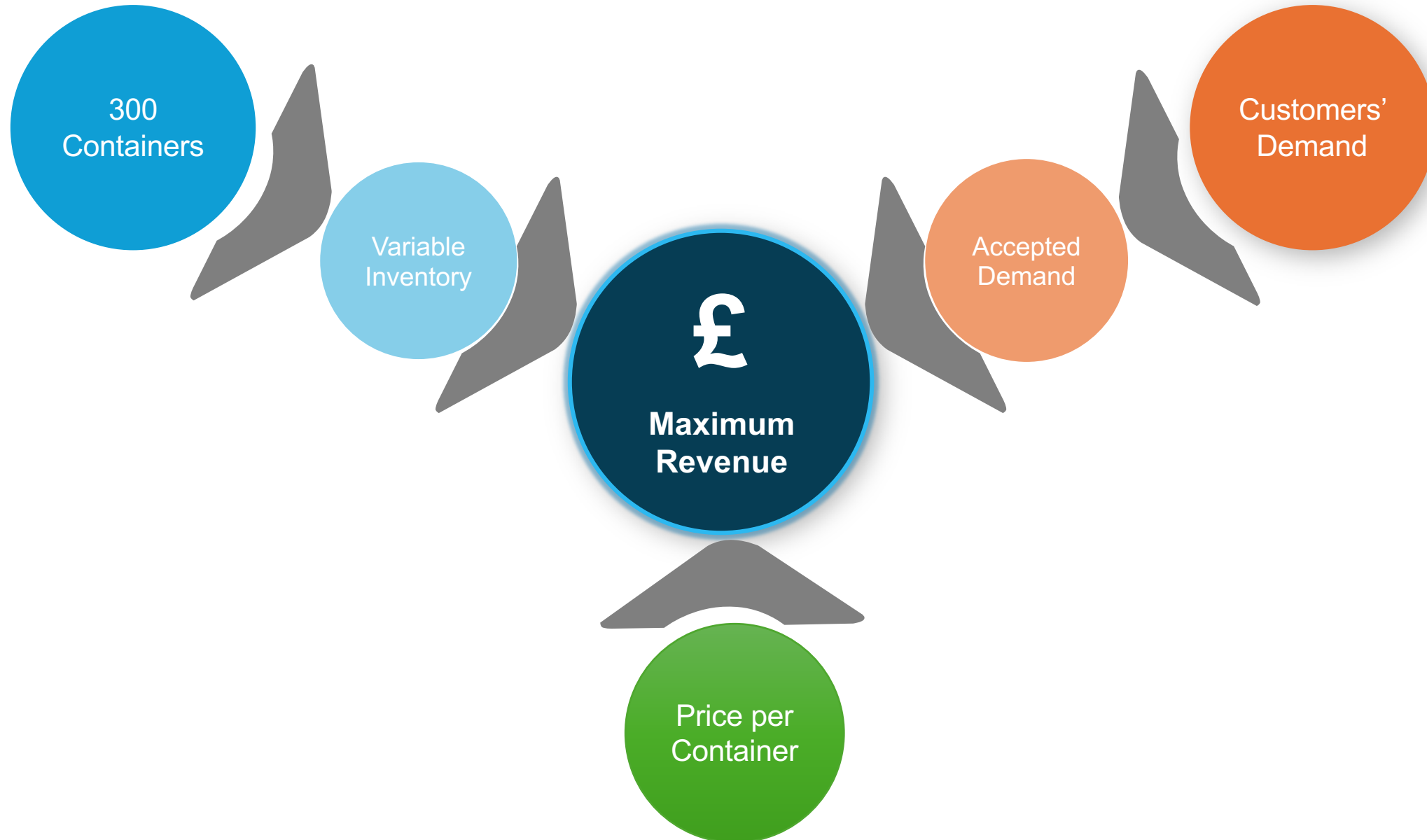
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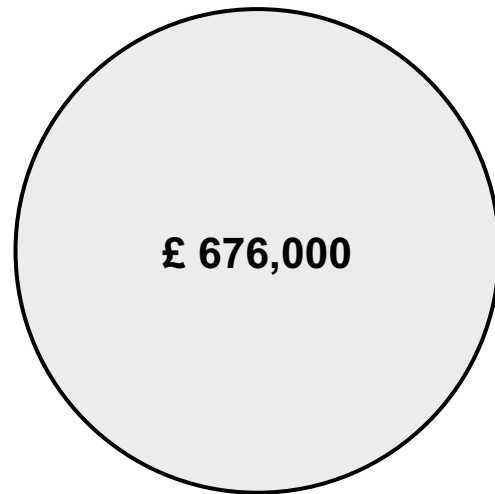


# Our Proposed Solution and Results



## WCG's Revenue is Projected to Increase by ~11%

**Before** implementing  
*Revenue Management*



+ £73,588  
( ~ 11%)

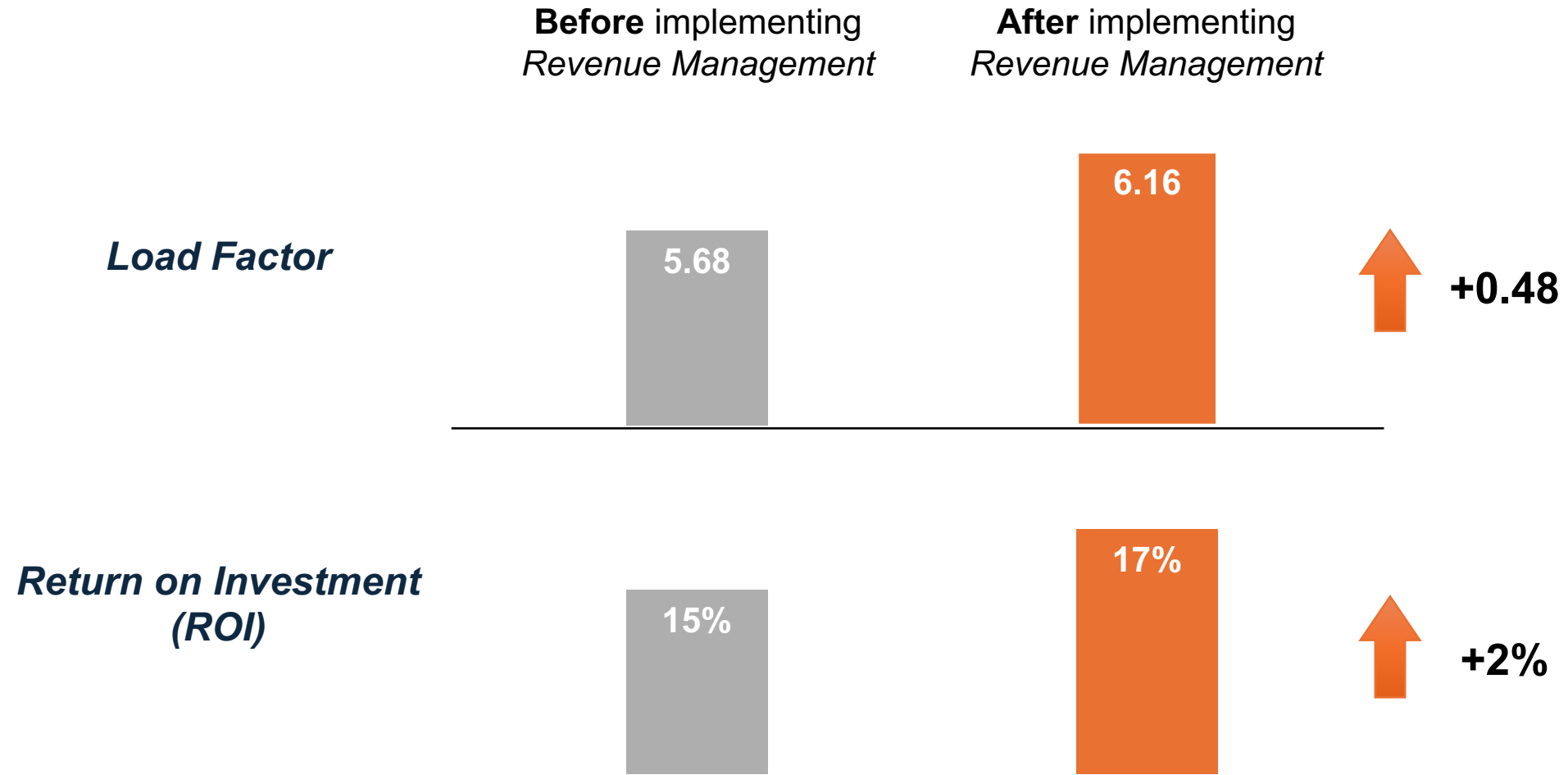
**After** implementing  
*Revenue Management*



*Revenue in GBP (£)*



## A Similar Jump in Other KPIs as well



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# Price Differentiation

Pricing Strategy Optimization: Logistics and Customer Segmentation

## Limitation:

Lack of consideration for lease type, location, and container type



Pricing differentiation based on lease type, location, and container type

Mitigating costs from logistic challenges

Higher price and better services provided to customers with lower price sensitivity

# Demand Forecasting and Efficient Resource Allocation

Resource Allocation Enhancement: Leveraging Demand Forecasting



## Limitation:

Inefficient resource allocation across various locations



Analyzing historical data and market trends to understand demand cycles accurately



Improve WCG's capacity management of container fleets across geographies



# Dynamic Pricing Considering Competitors' Pricing Strategy

Maximizing Revenue and Enhance Market Position



**Limitation**

Conduct thorough, real-time monitoring and analysis of competitors' pricing strategies.



**Impact**

**Current approach inadequately account for competitors' strategies**



**Method**

Strengthening WCG's industry positioning and revenue optimization.

THANK YOU