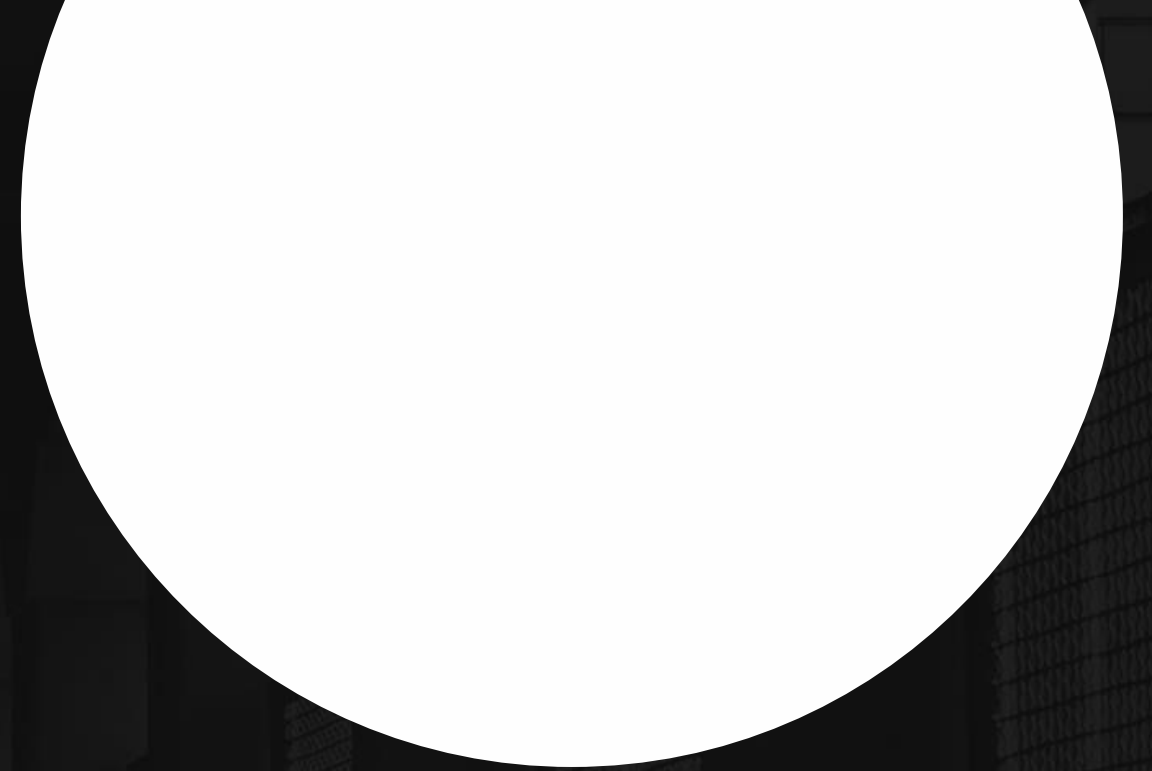




U Co. Muesli Simulation

Savanna Holmes, John Shetron, Cole Brown, Madison Rhea, Brett Bennett



Overview

- Business Strategy
- Planning Strategy
- Procurement Strategy
- Production Strategy
- Fulfillment Strategy
- Business Analytics Strategy
- Conclusion

N E X T

Business Strategy

Overall:
High production
Low Price
Market and produce to DC 12

Products:
500 gram Nut
500 gram Raisin
500 gram Original



ERP Muesli
Nut

1kg

Nut	
\$\$-F01	500g
\$\$-F11	1kg



ERP Muesli
Original

1kg

Original	
\$\$-F05	500g
\$\$-F15	1kg



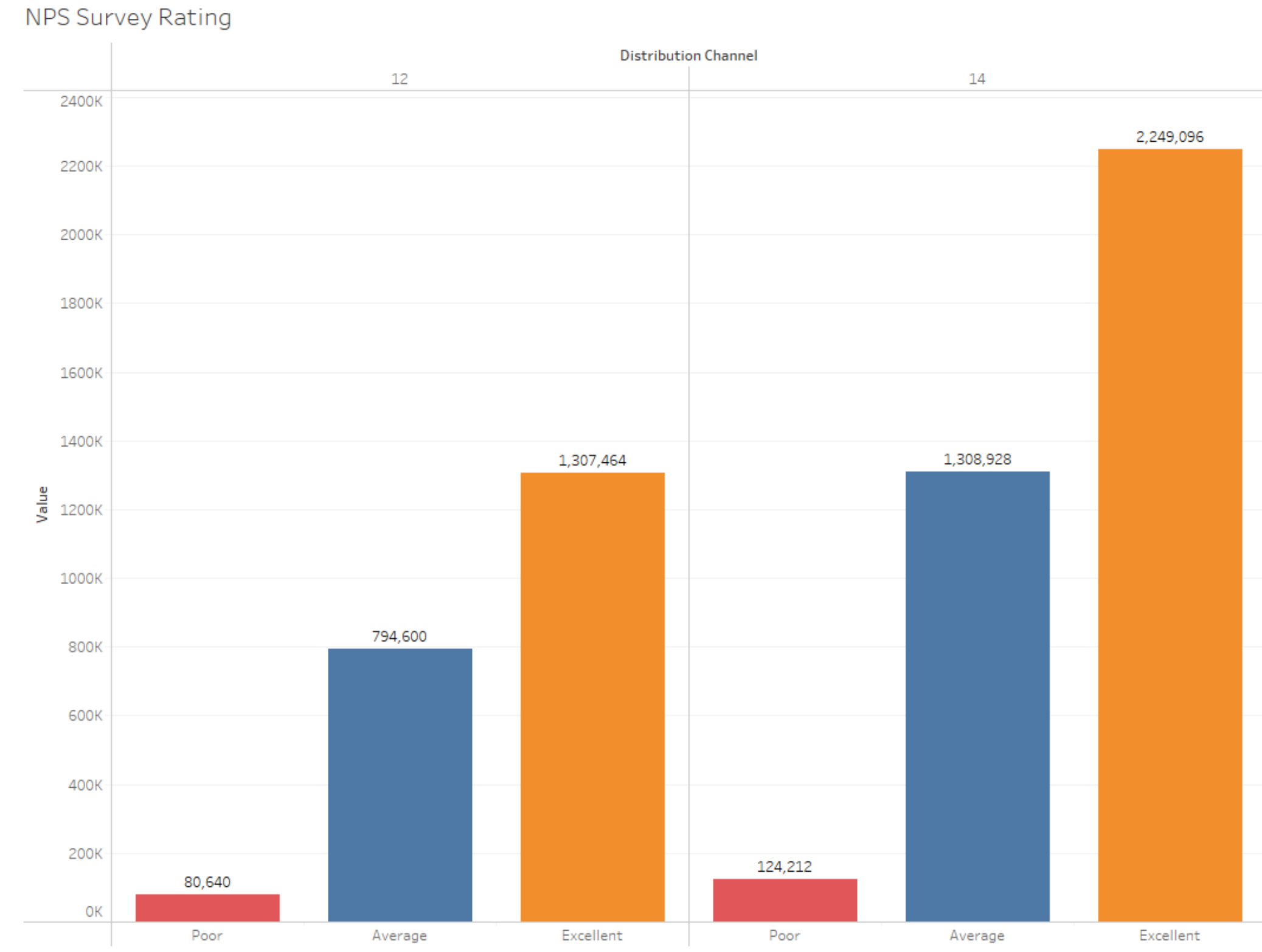
ERP Muesli
Raisin

1kg

Raisin	
\$\$-F04	500g
\$\$-F14	1kg

Planning Strategy

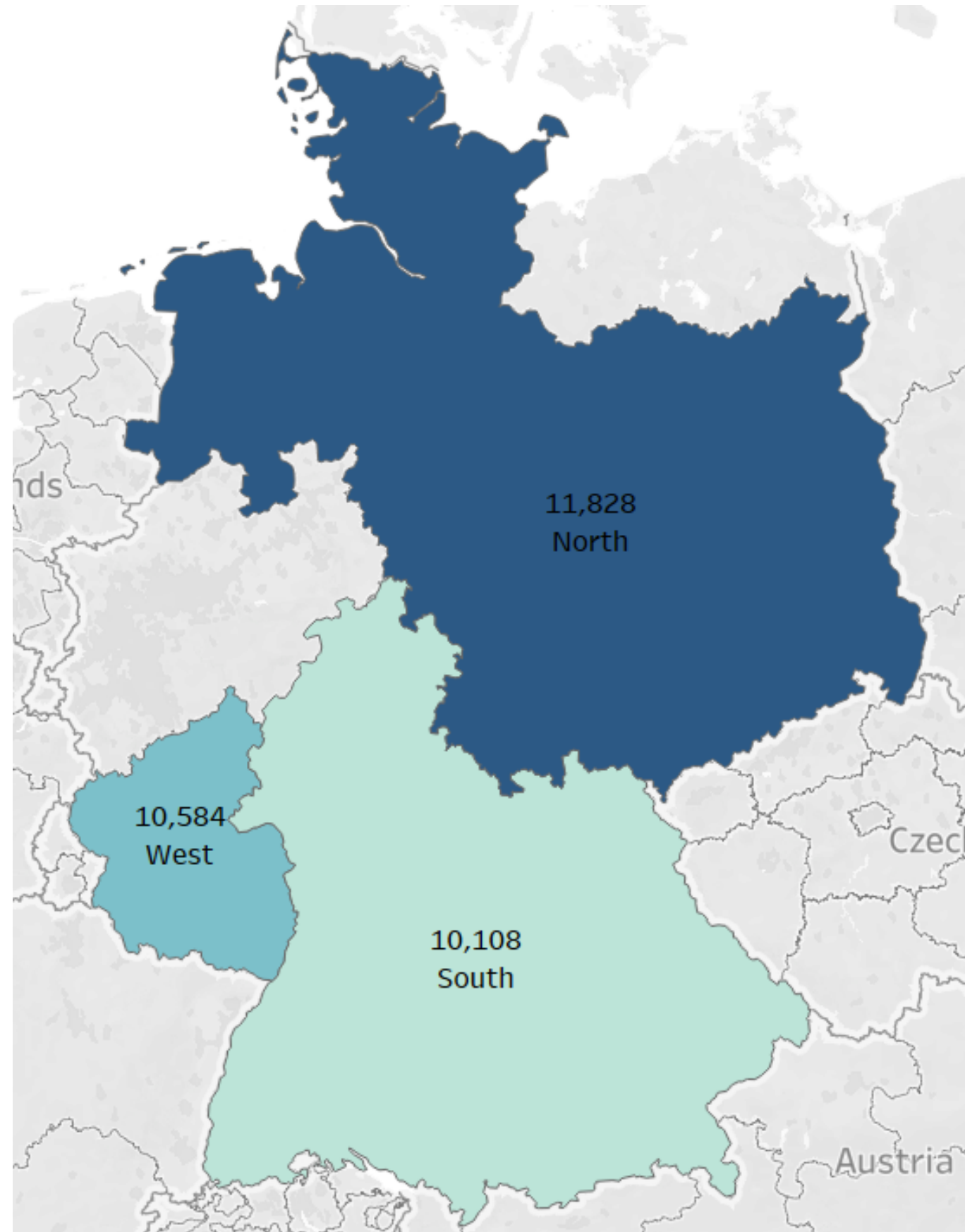
Survey Results:



N E X T

Planning Strategy

Overall Product Sales Breakdown:

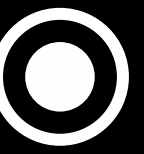


NEXT

Planning Strategy

Market Comparison

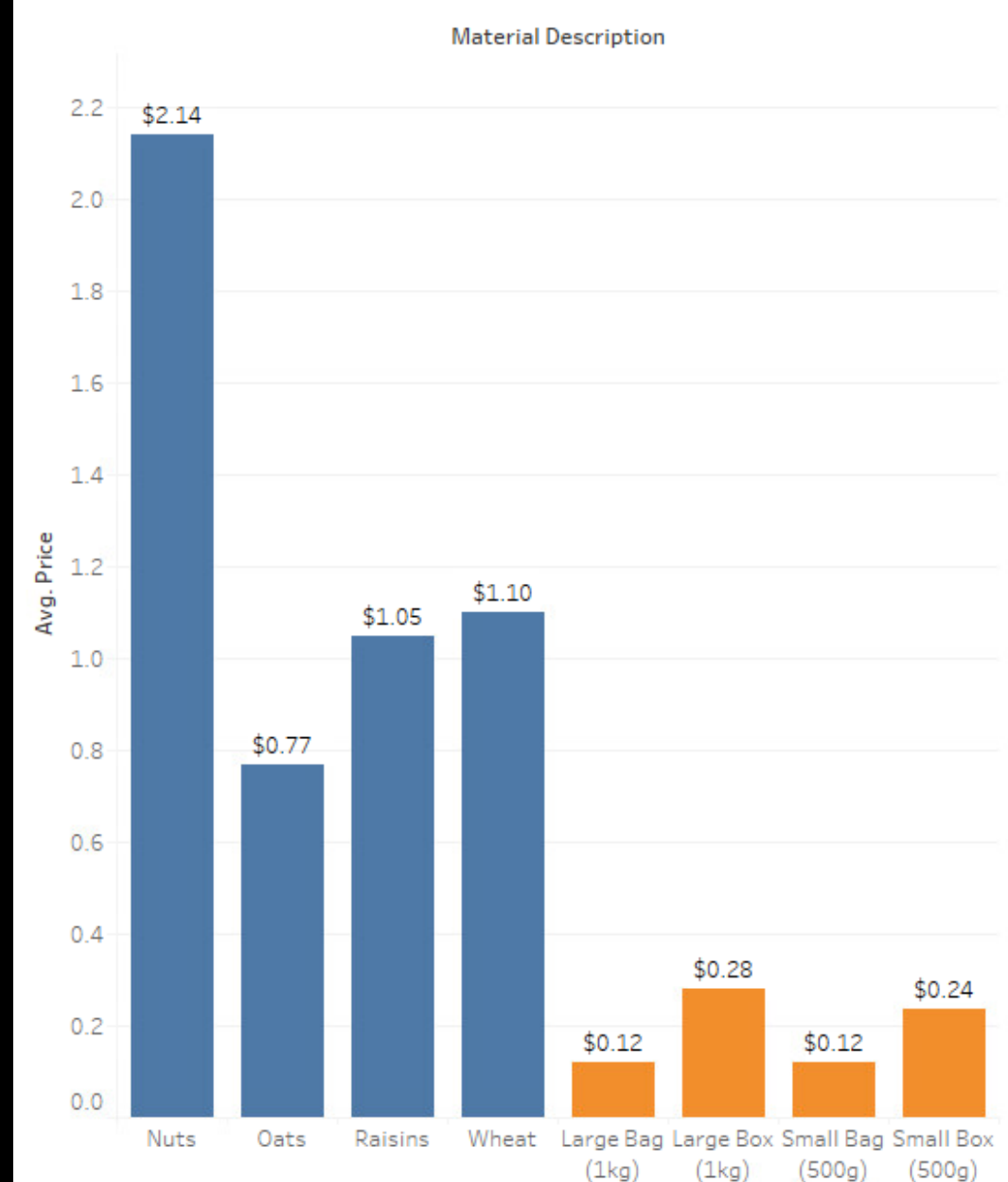
Material Description	Sales Organization	
	Company	Market
500g Nut Muesli	20.73%	79.27%
500g Original Muesli	24.88%	75.12%
500g Raisin Muesli	35.49%	64.51%



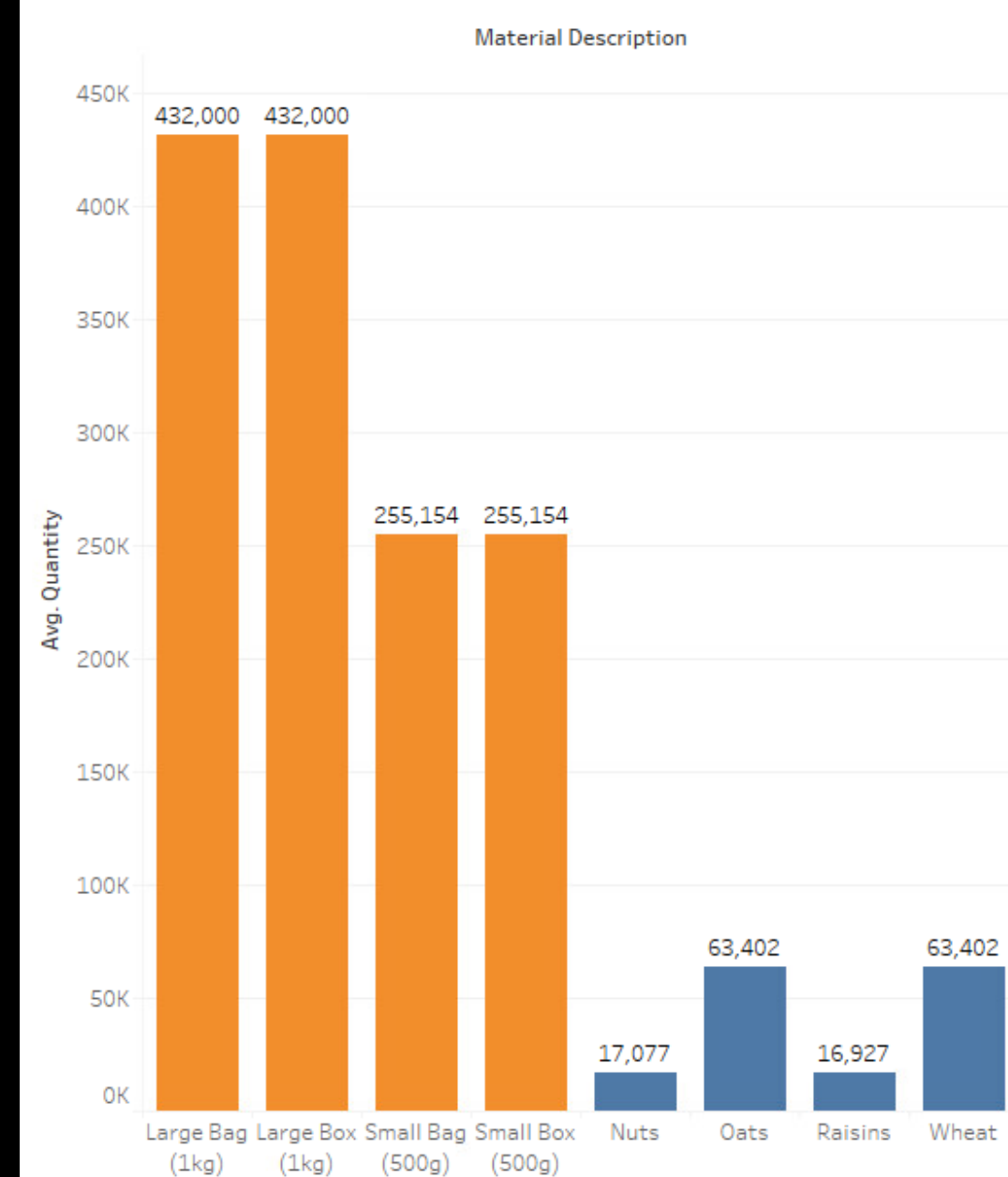
Procurement Strategy

Purchase Order Tracking

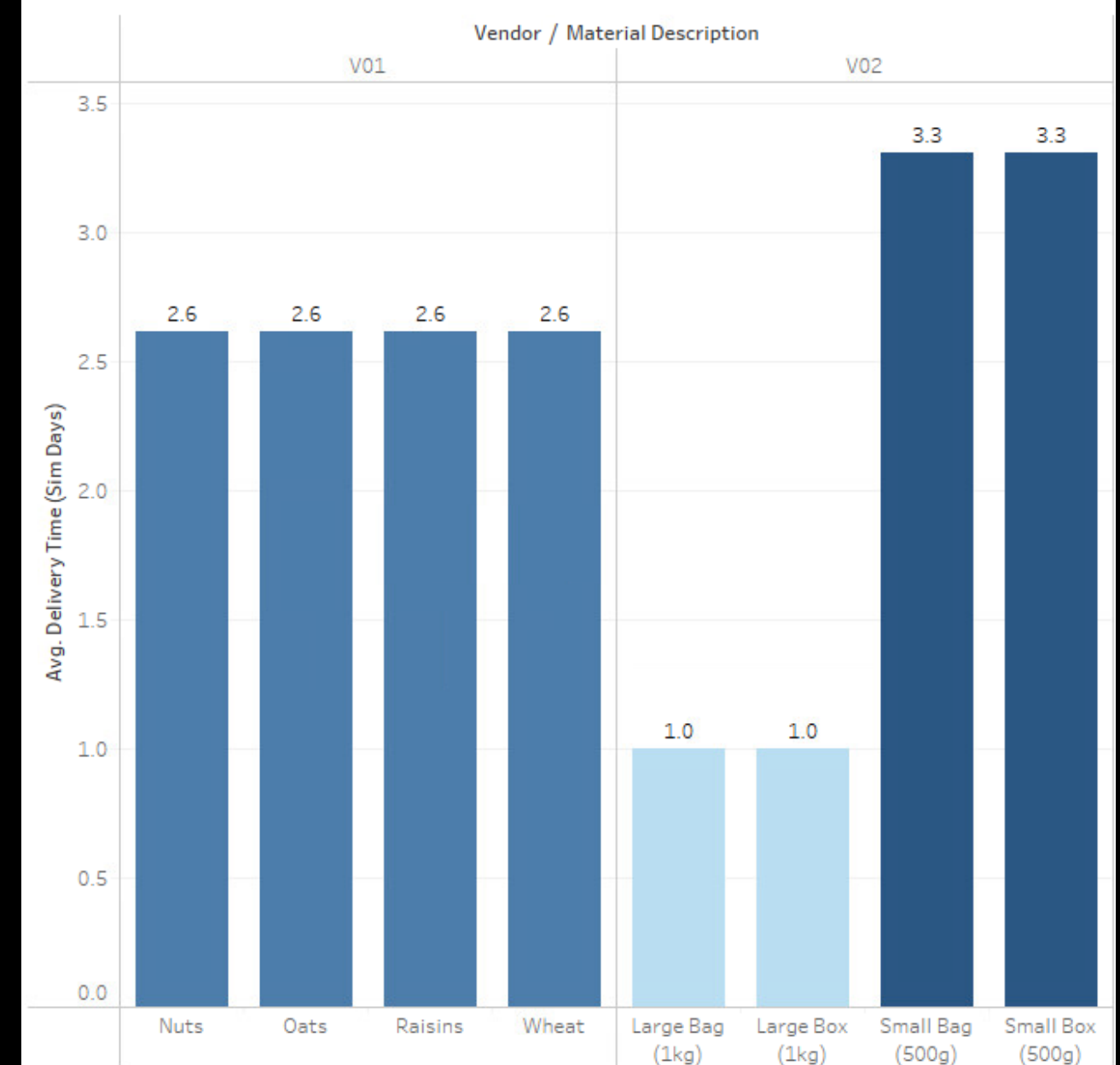
Average Price per Unit (Raw Materials)



Average Quantity per Purchase Order



Average Delivery Time (Raw Materials)

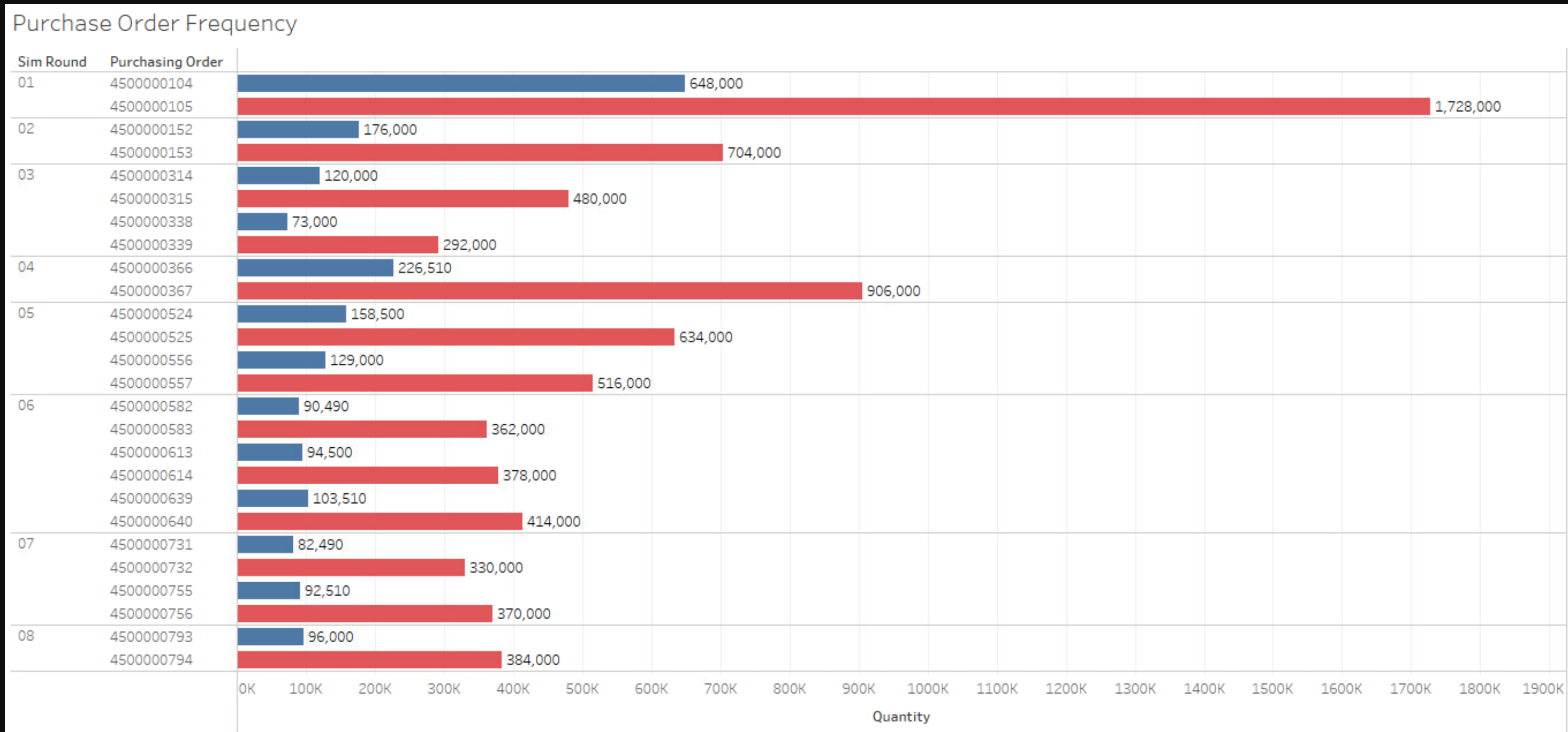


N E X T



Procurement Strategy

Purchase Order Frequency

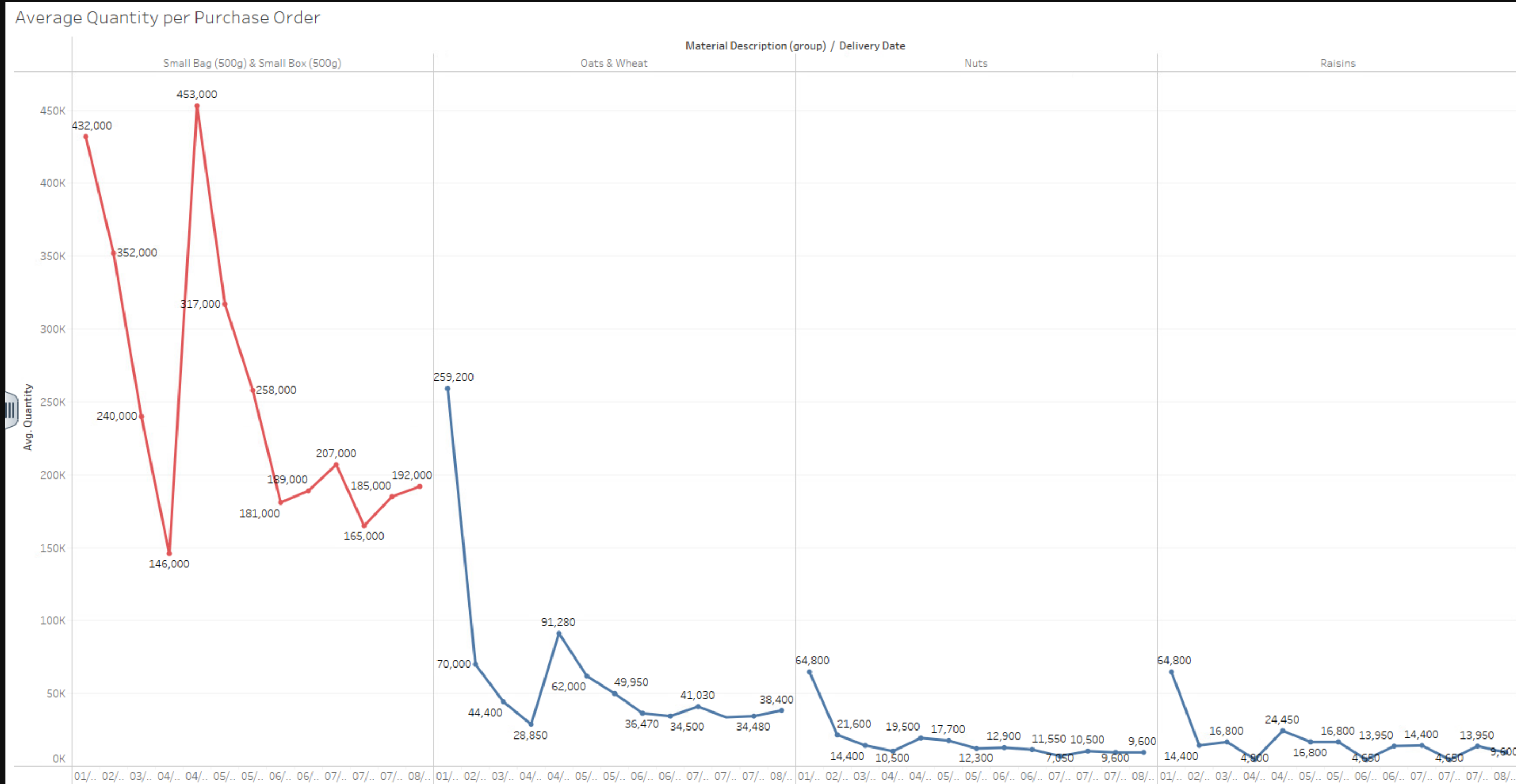


N E X T



Procurement Strategy

Purchase Order Quantity



Notes

- There is a significant drop in the size of our purchases as we adjusted our strategy to fit the demand we were seeing.
- We ordered Small Bags and Small Boxes in the same quantities which is why I grouped them.
- We also ordered Oats and Wheat in the same quantities which is why I grouped them.

N E X T

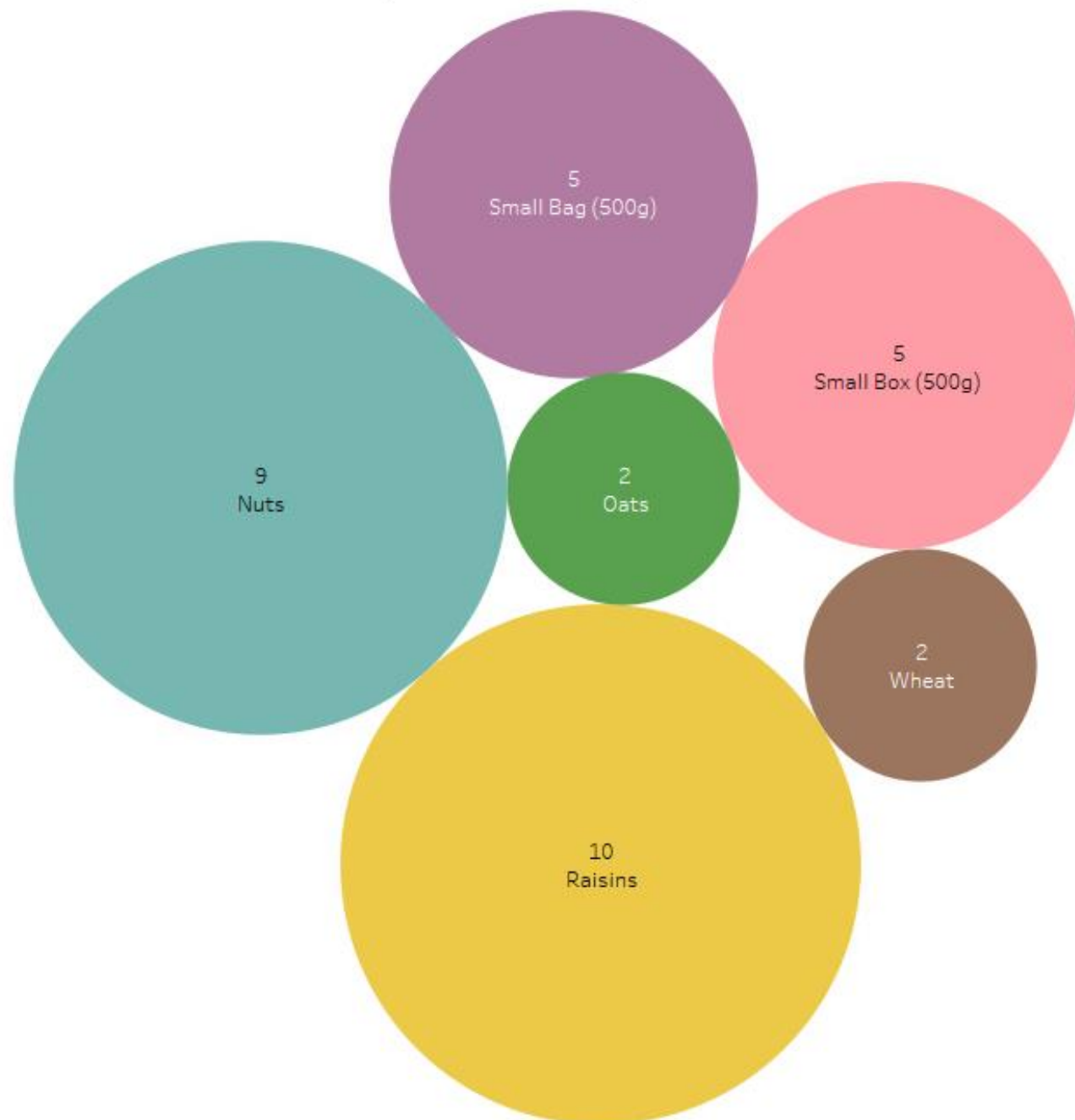


Procurement Strategy

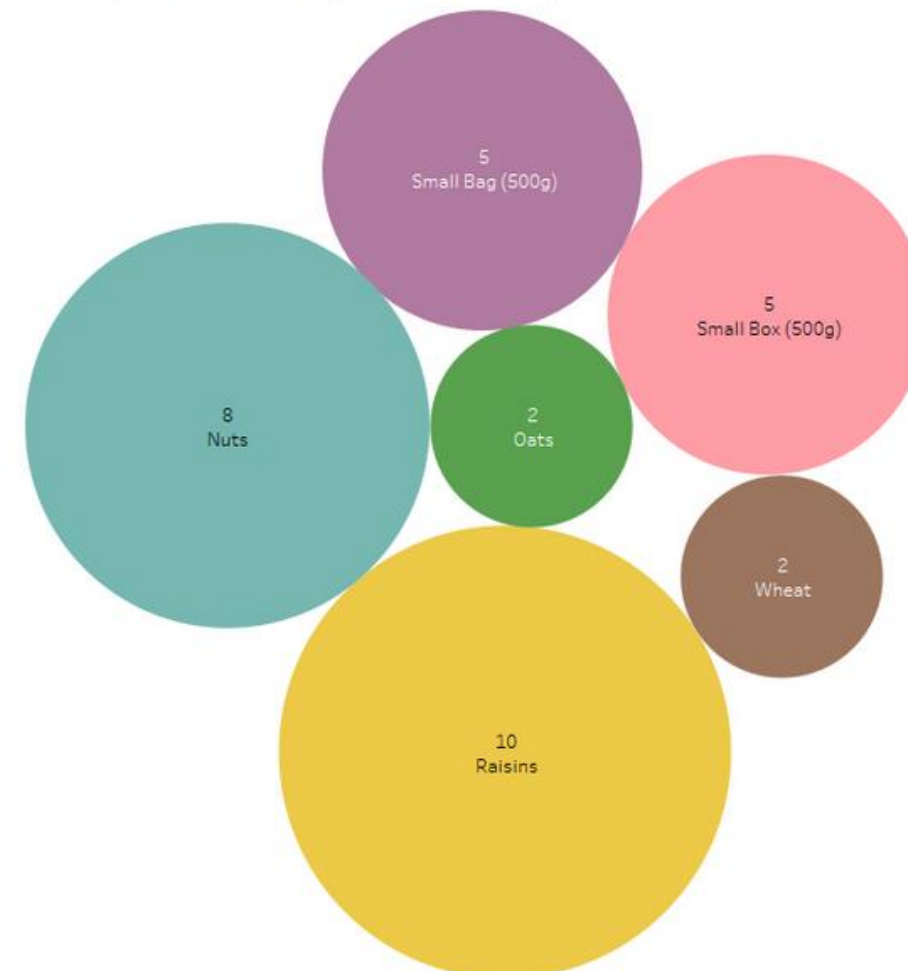
Stockouts(Raw Materials)

Rounds 1-4

Total Days Out of Stock (Raw Materials)

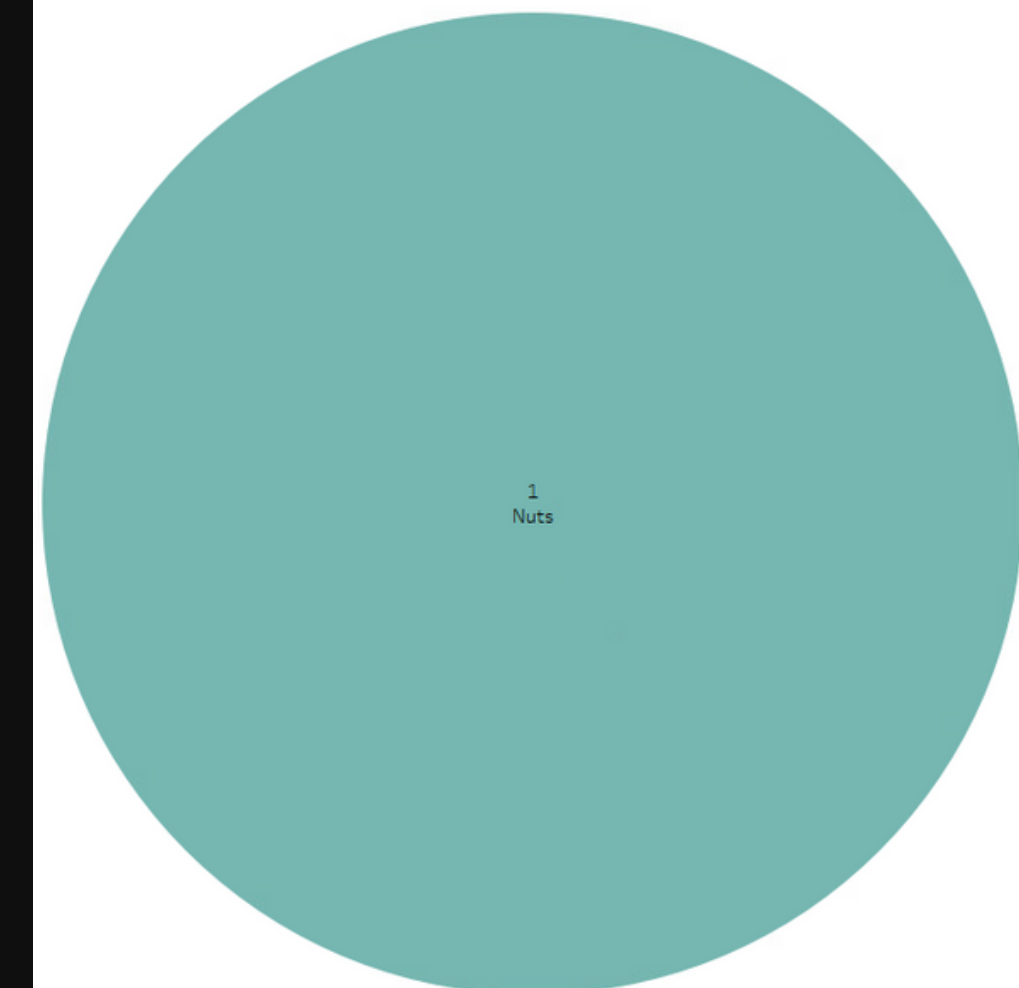


Total Days Out of Stock (Raw Materials)



Rounds 5-8

Total Days Out of Stock (Raw Materials)

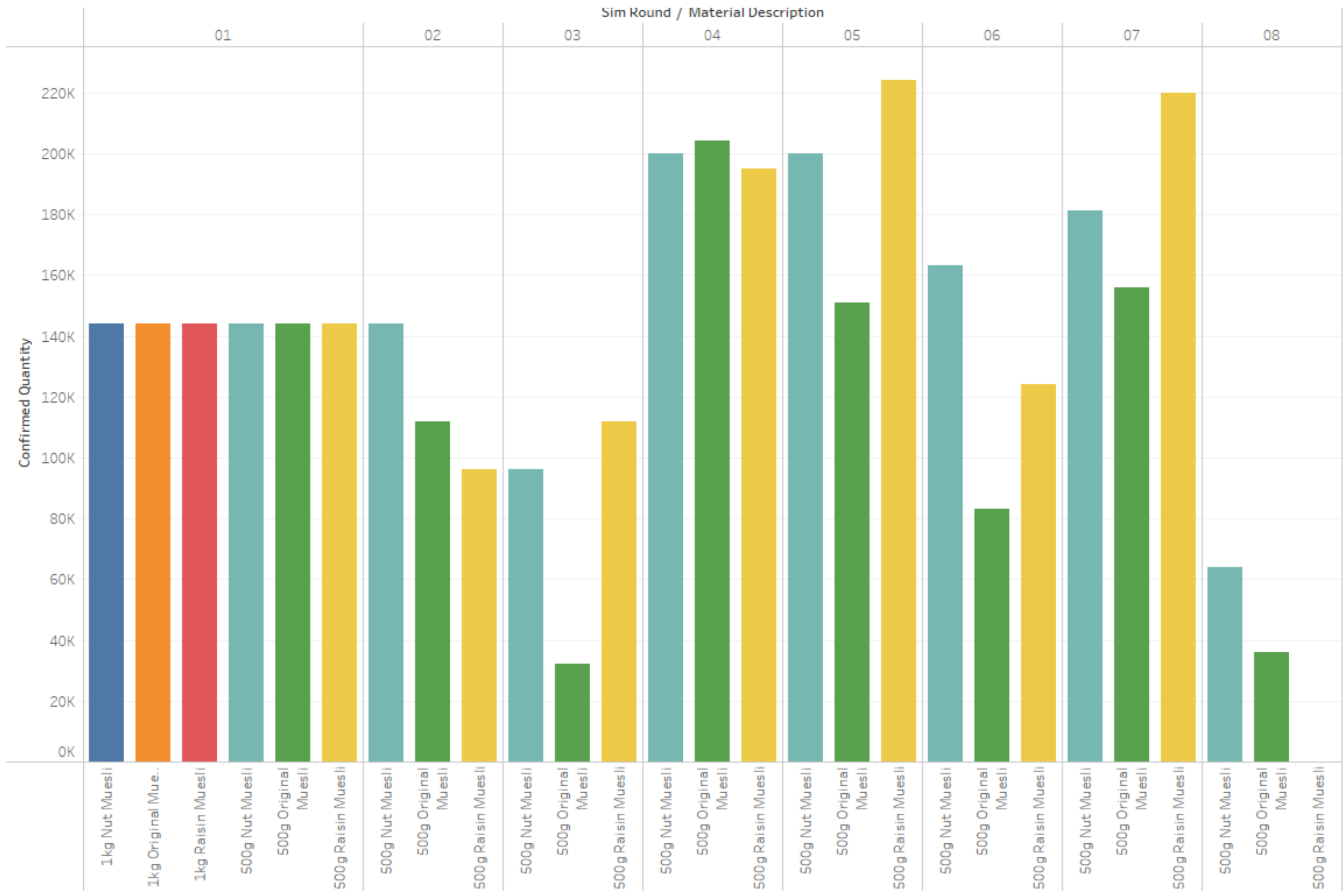


NEXT

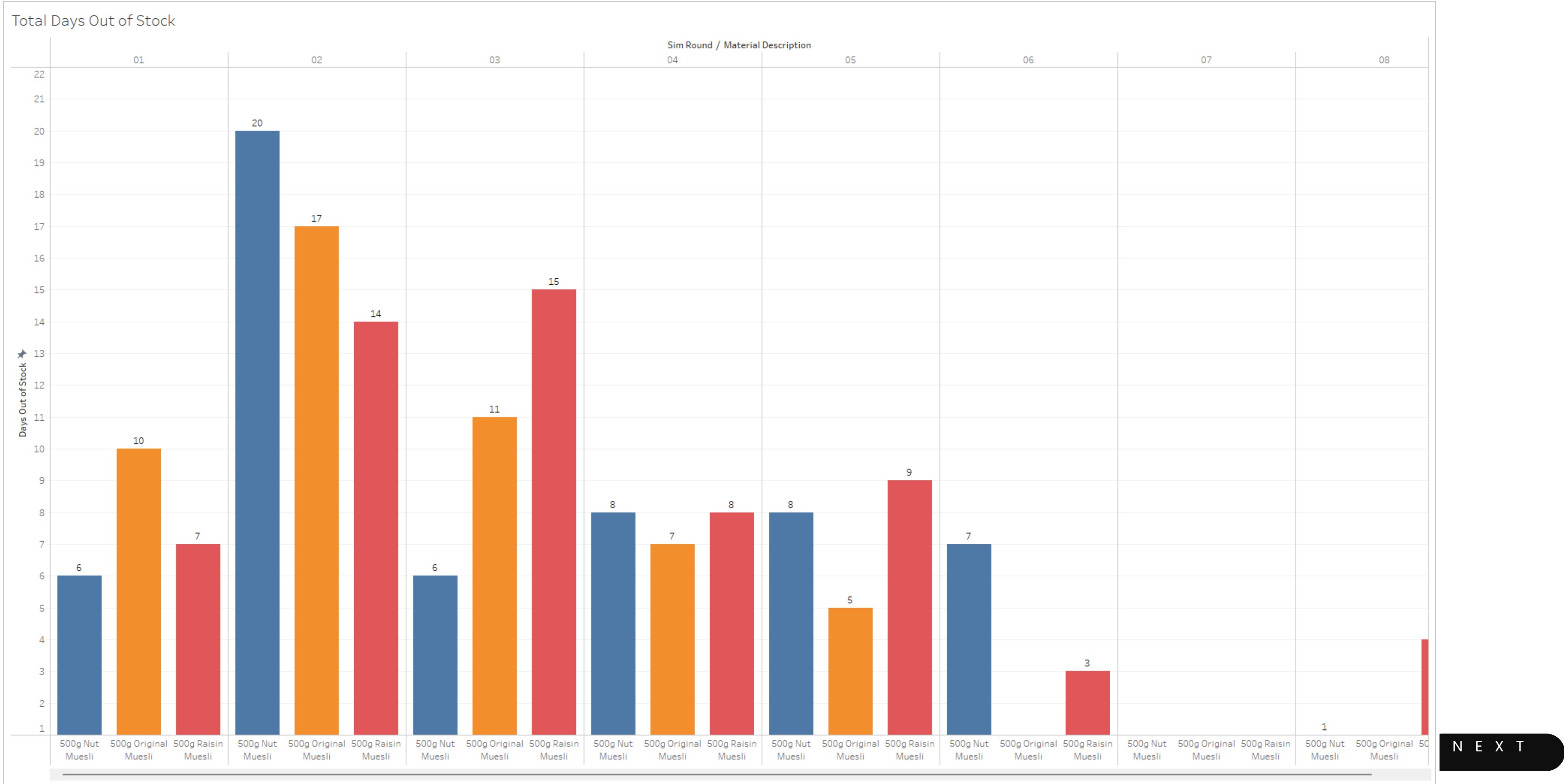
Production Strategy

Our production strategy focused on maximizing efficiency while carefully managing capacity to avoid exceeding maximum limits. We also prioritized maintaining inventory levels to ensure items remained consistently in stock.

Production Yield

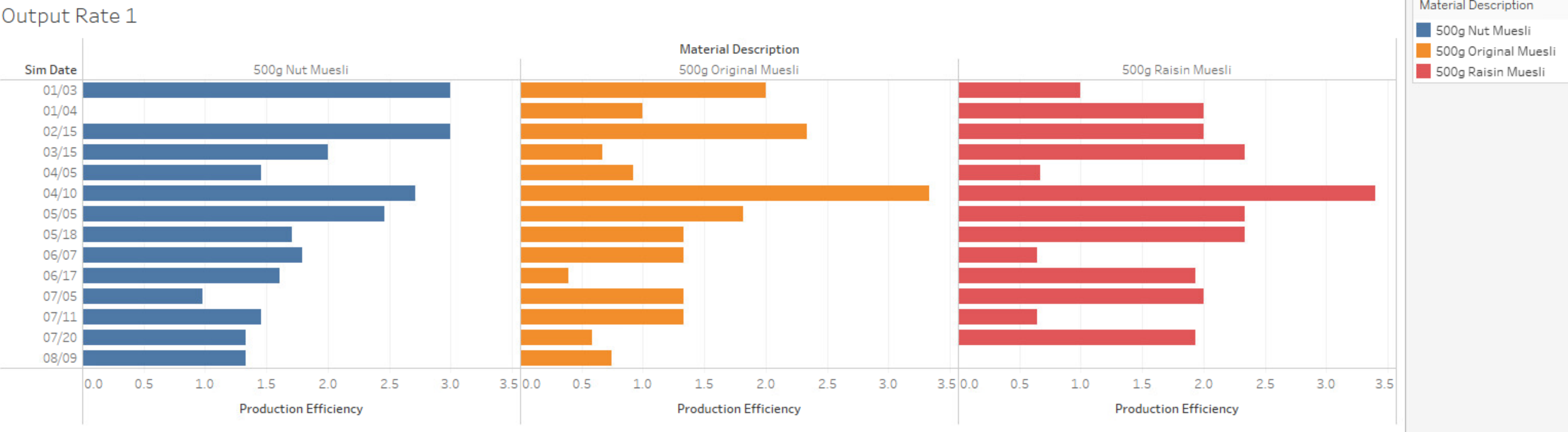


Stockouts (Finished Goods)



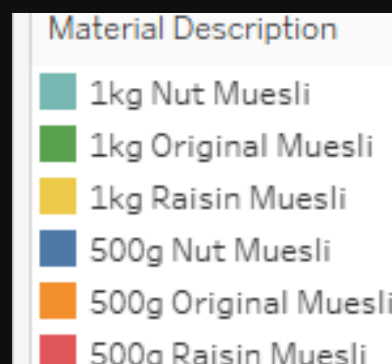
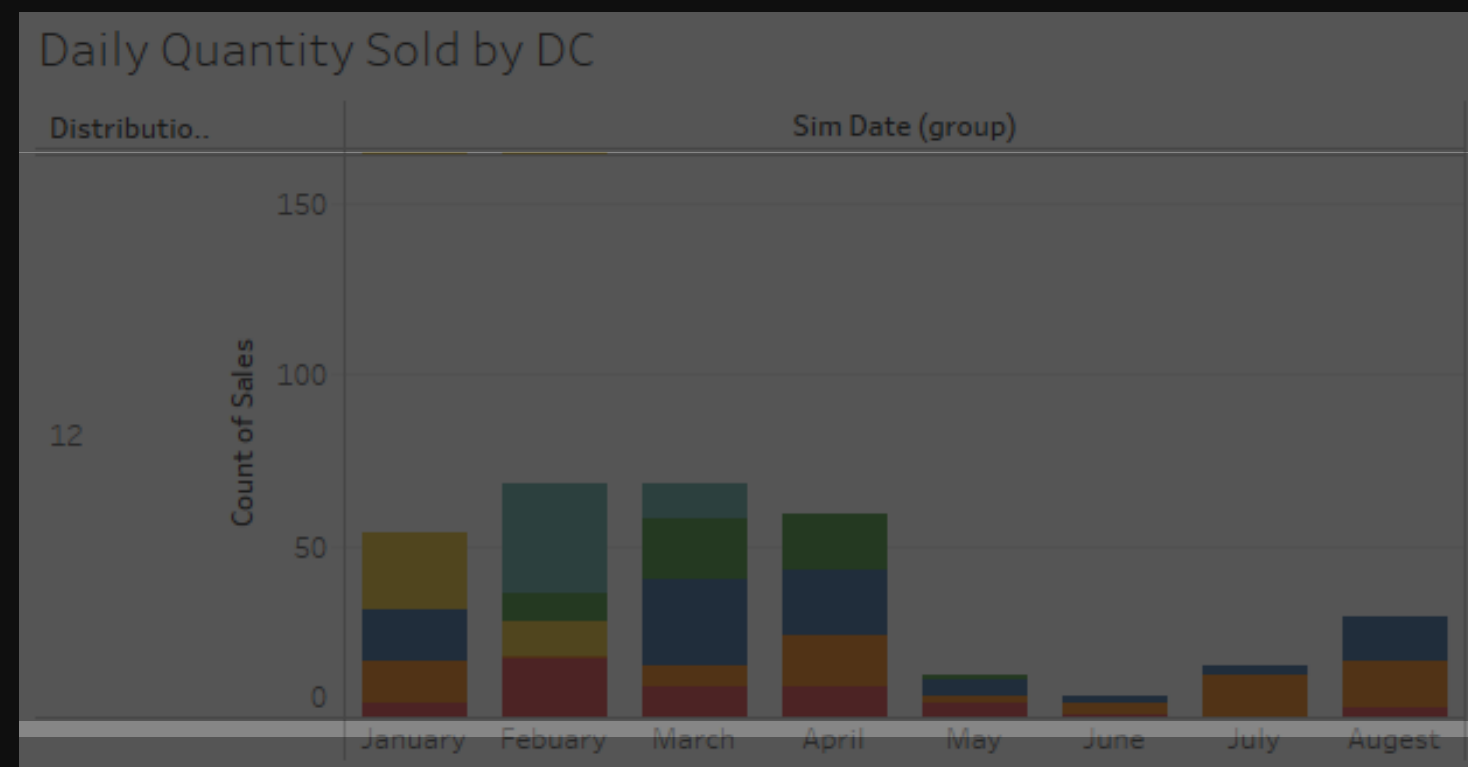
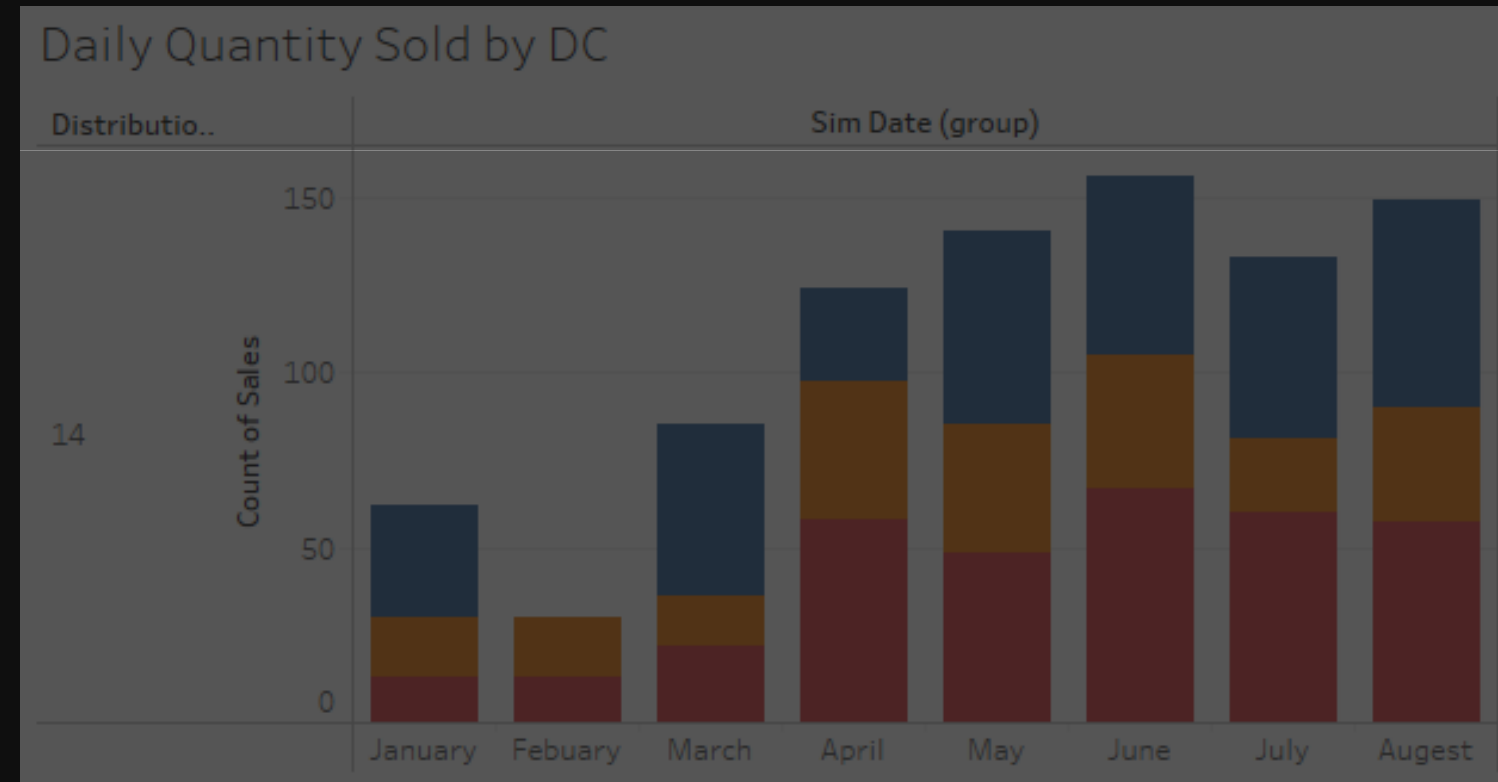
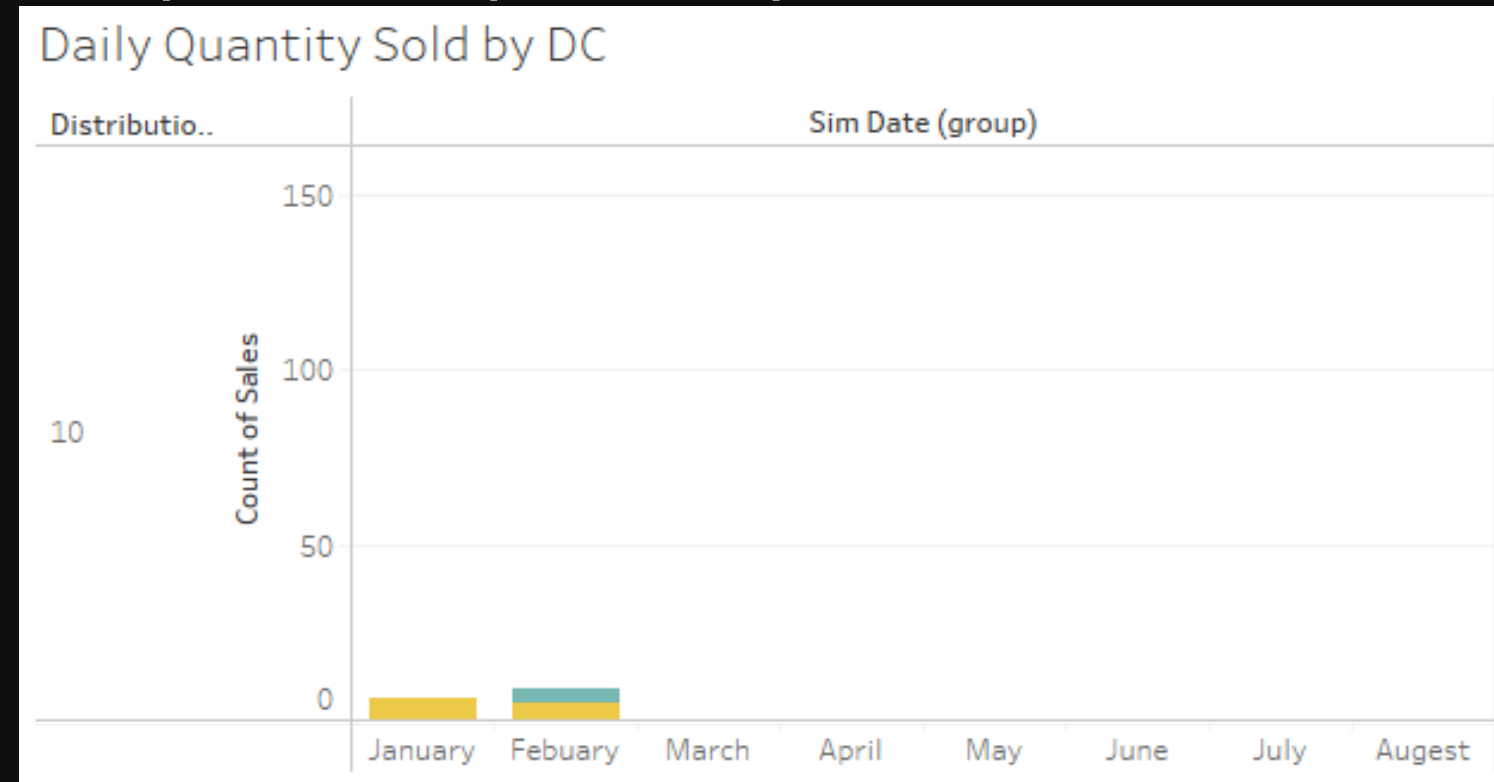
Production Efficiency

Round Results



Fulfillment Strategy

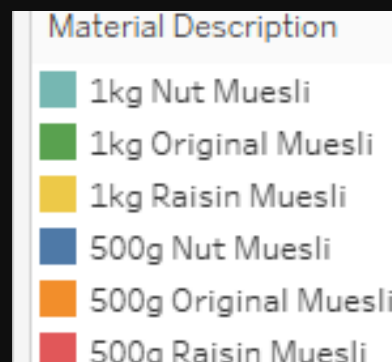
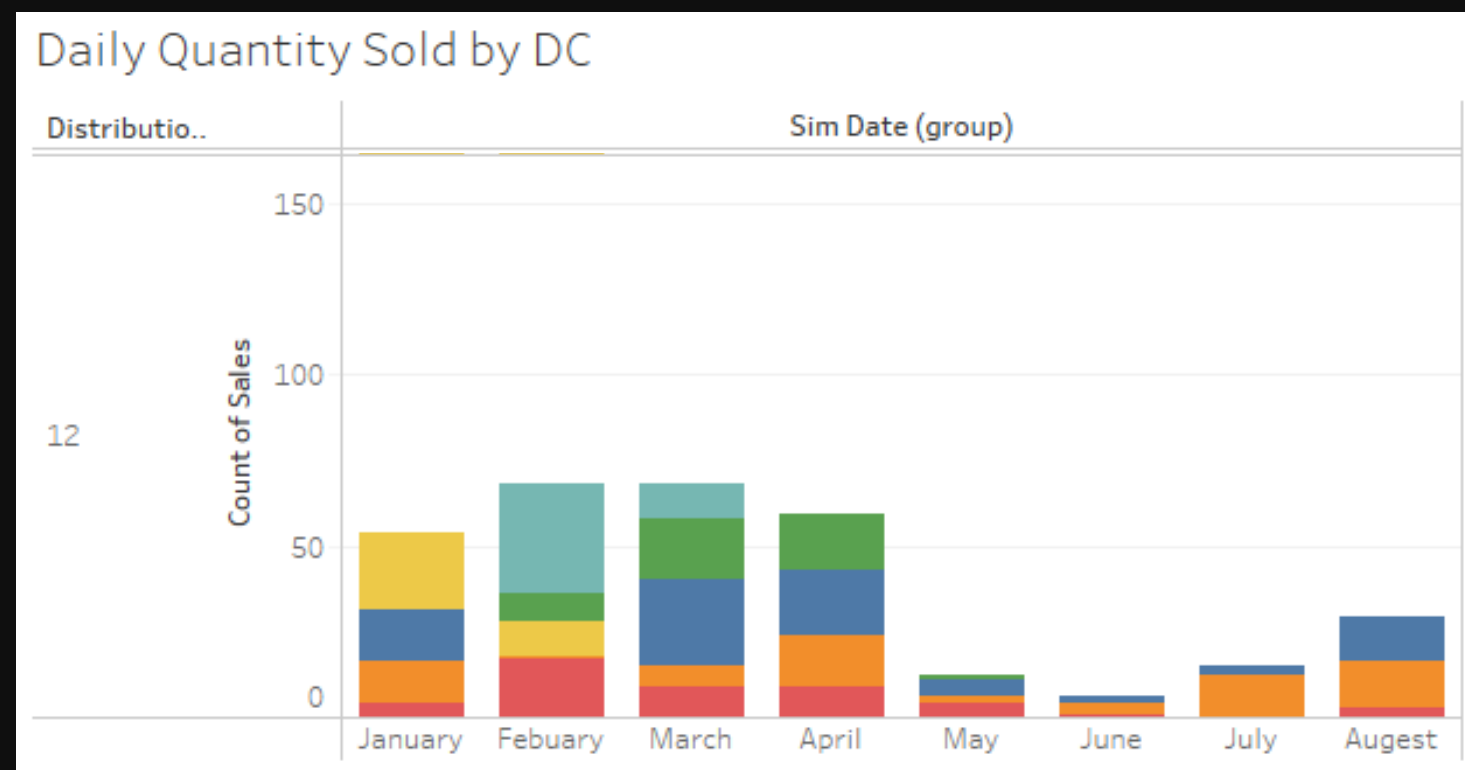
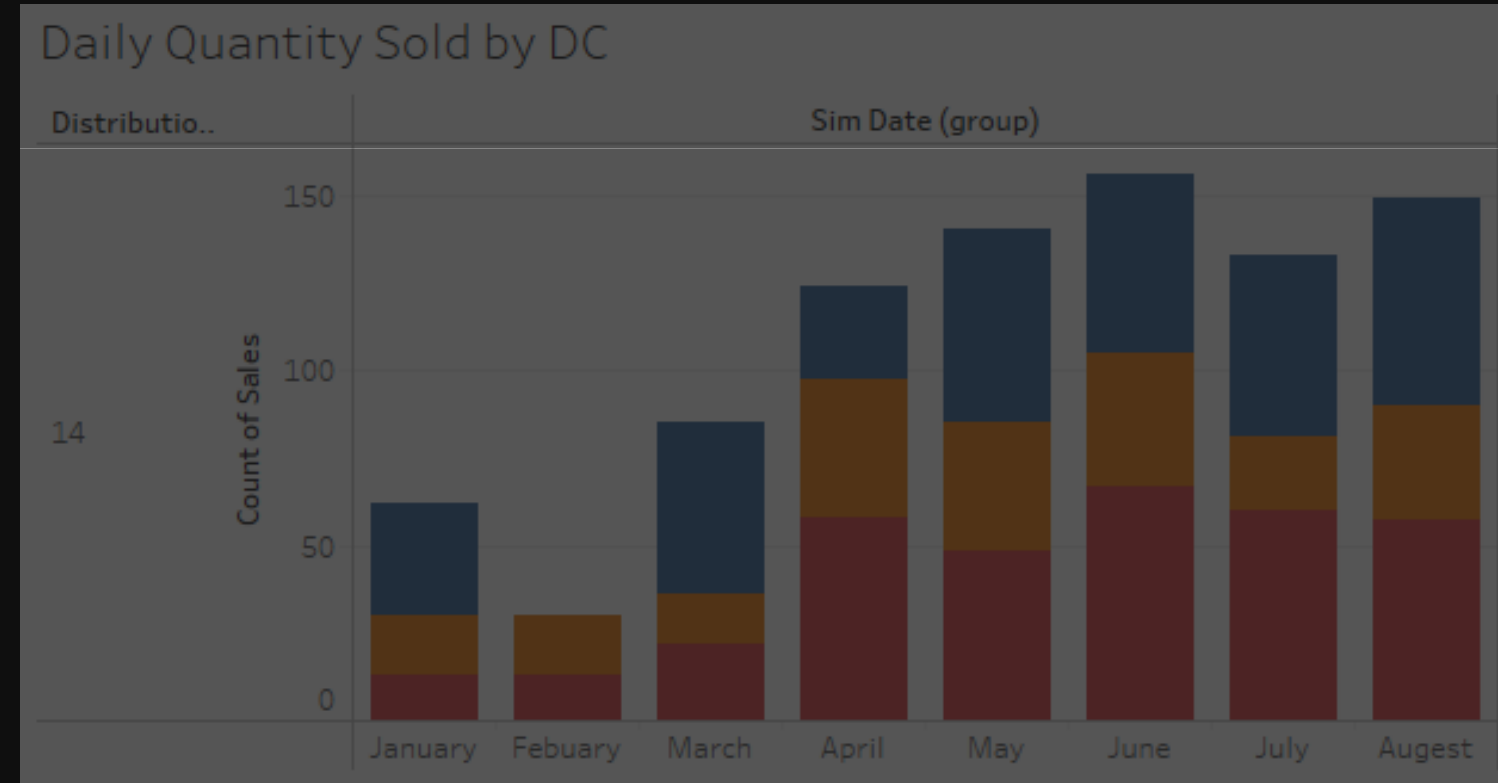
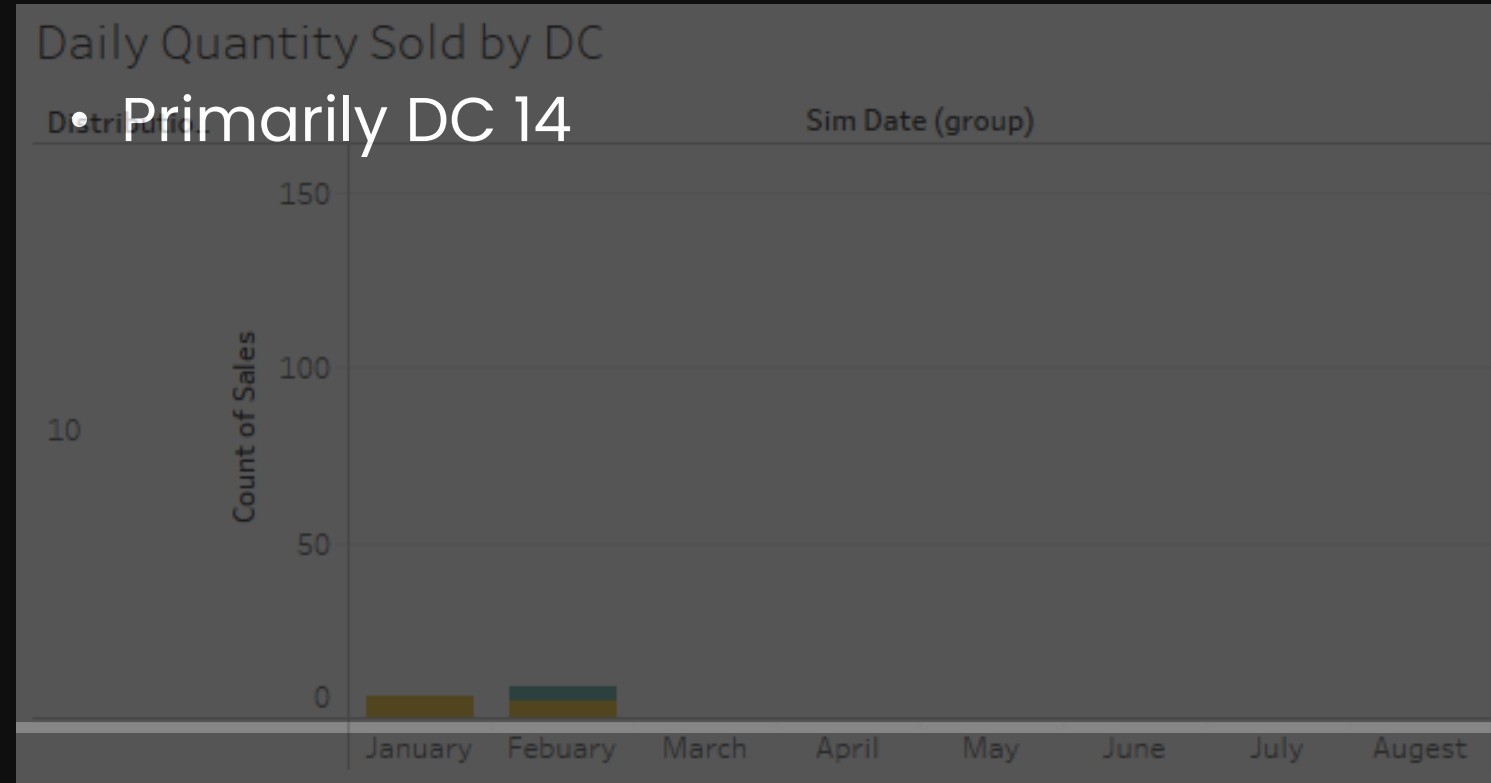
Daily Quantity Sold by DC



N E X T

Fulfillment Strategy

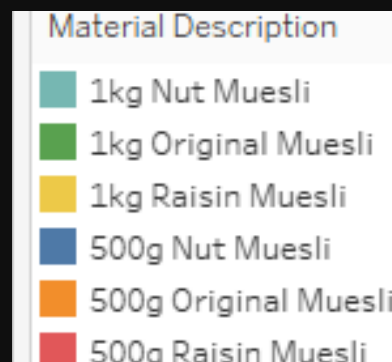
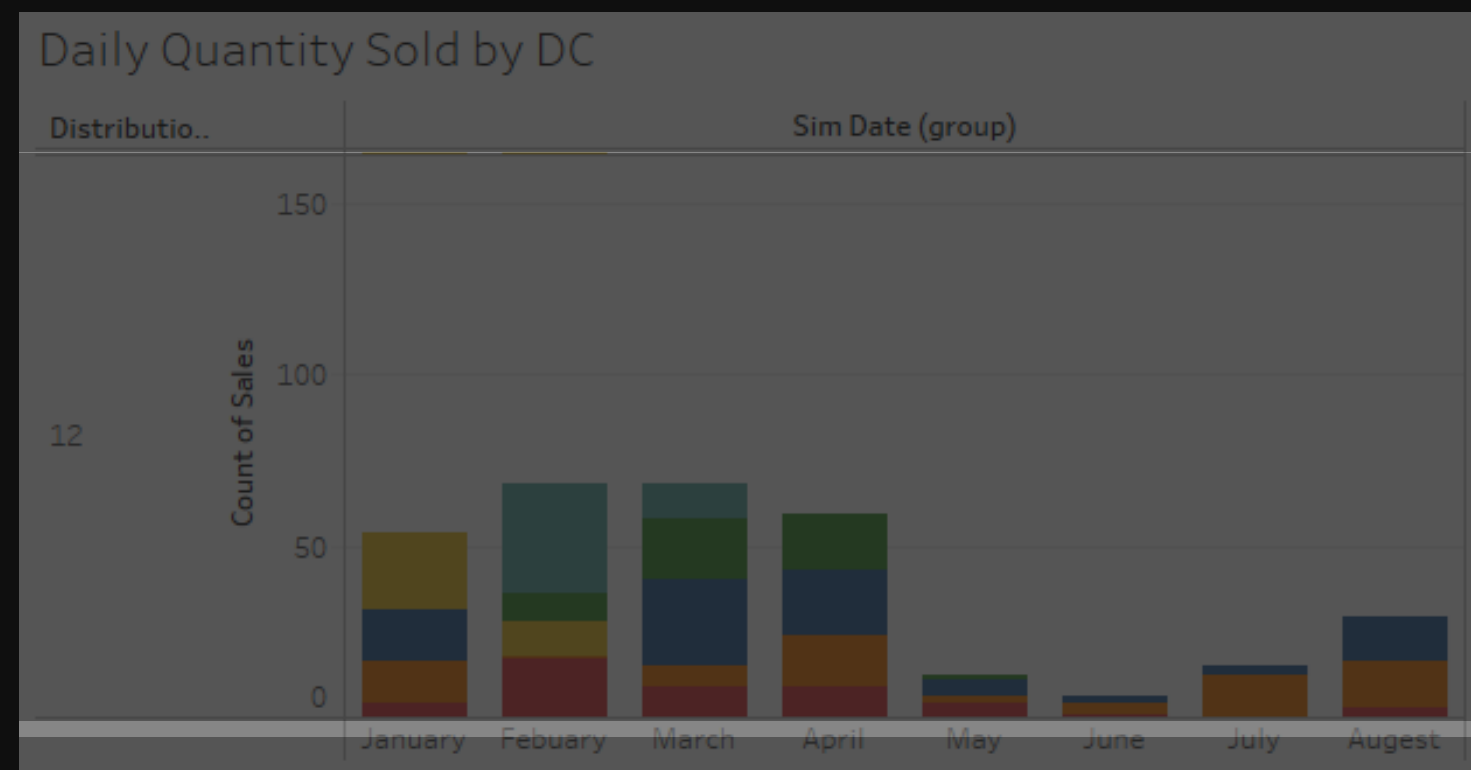
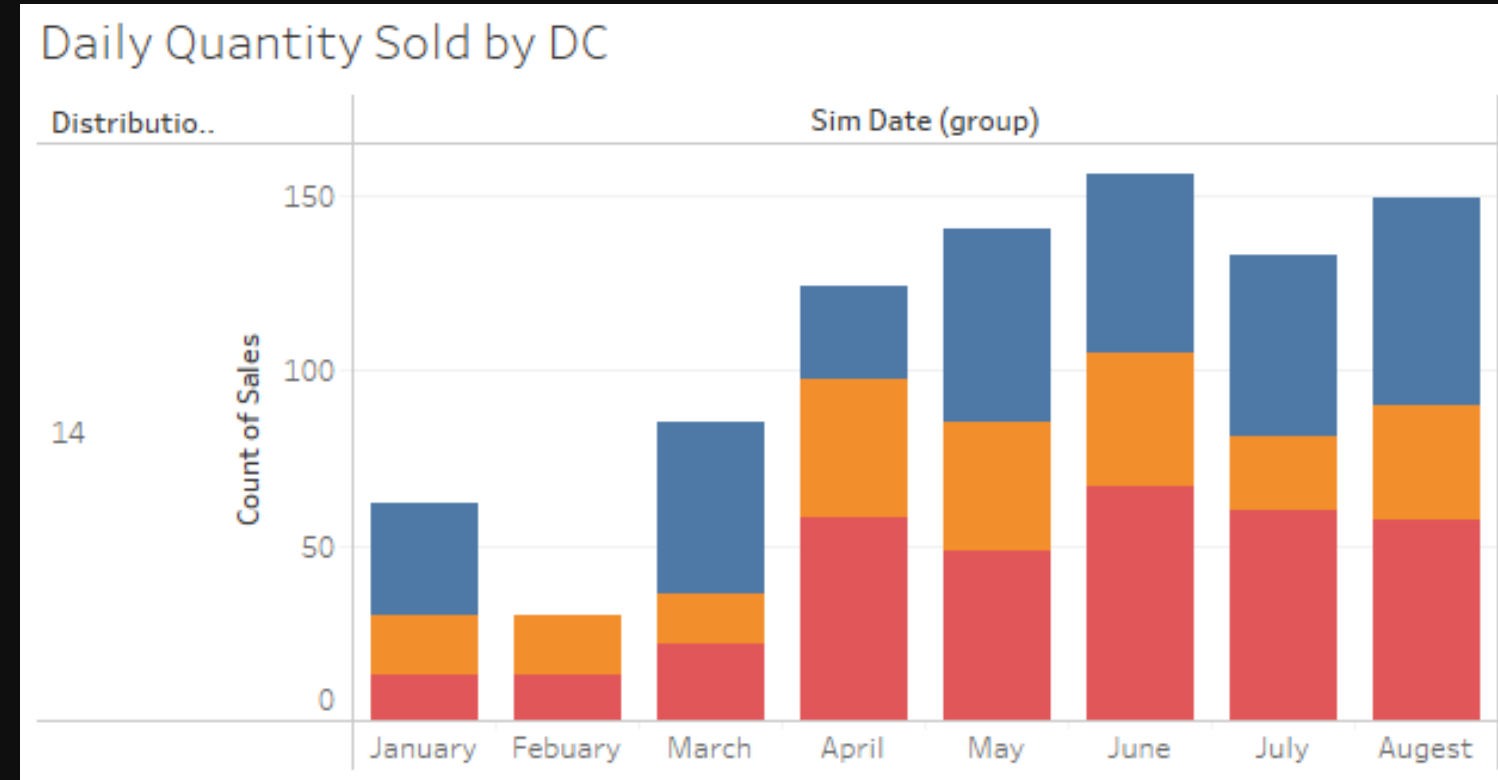
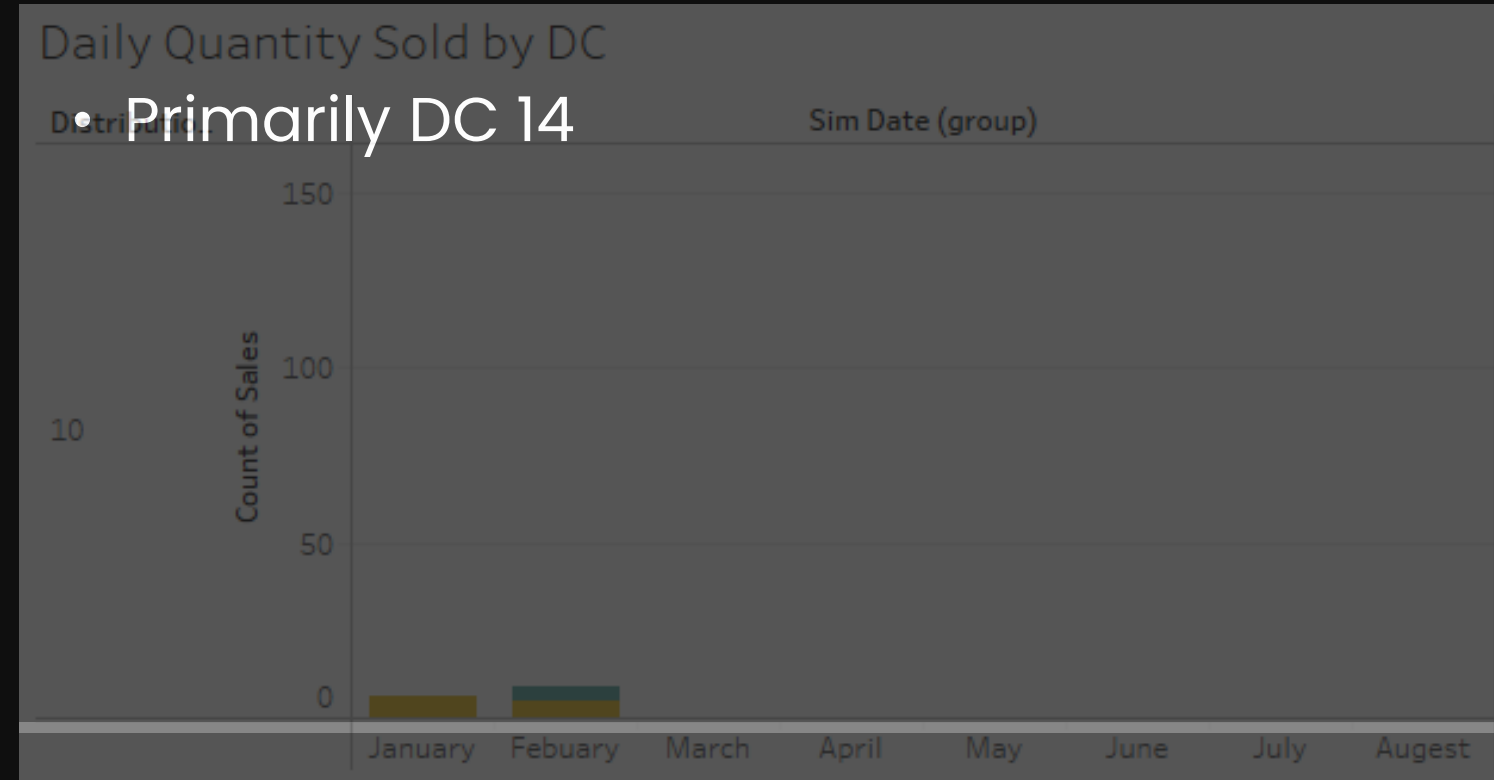
Daily Quantity Sold by DC



N E X T

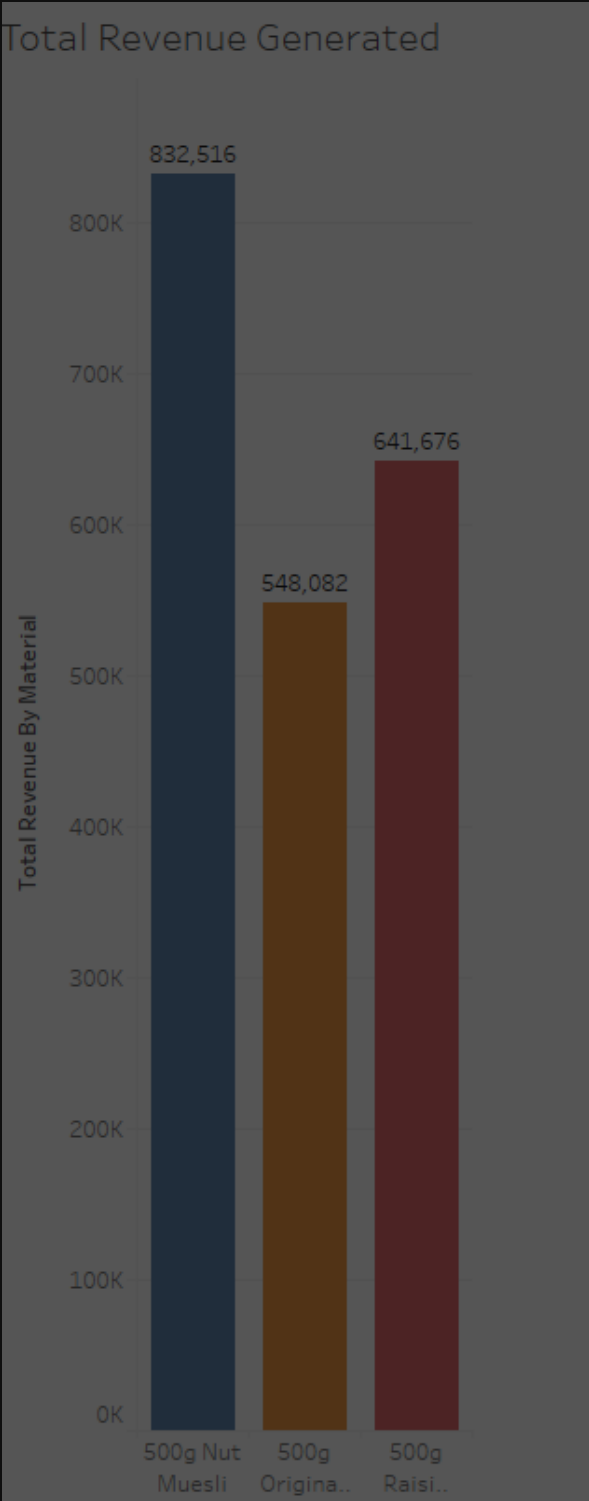
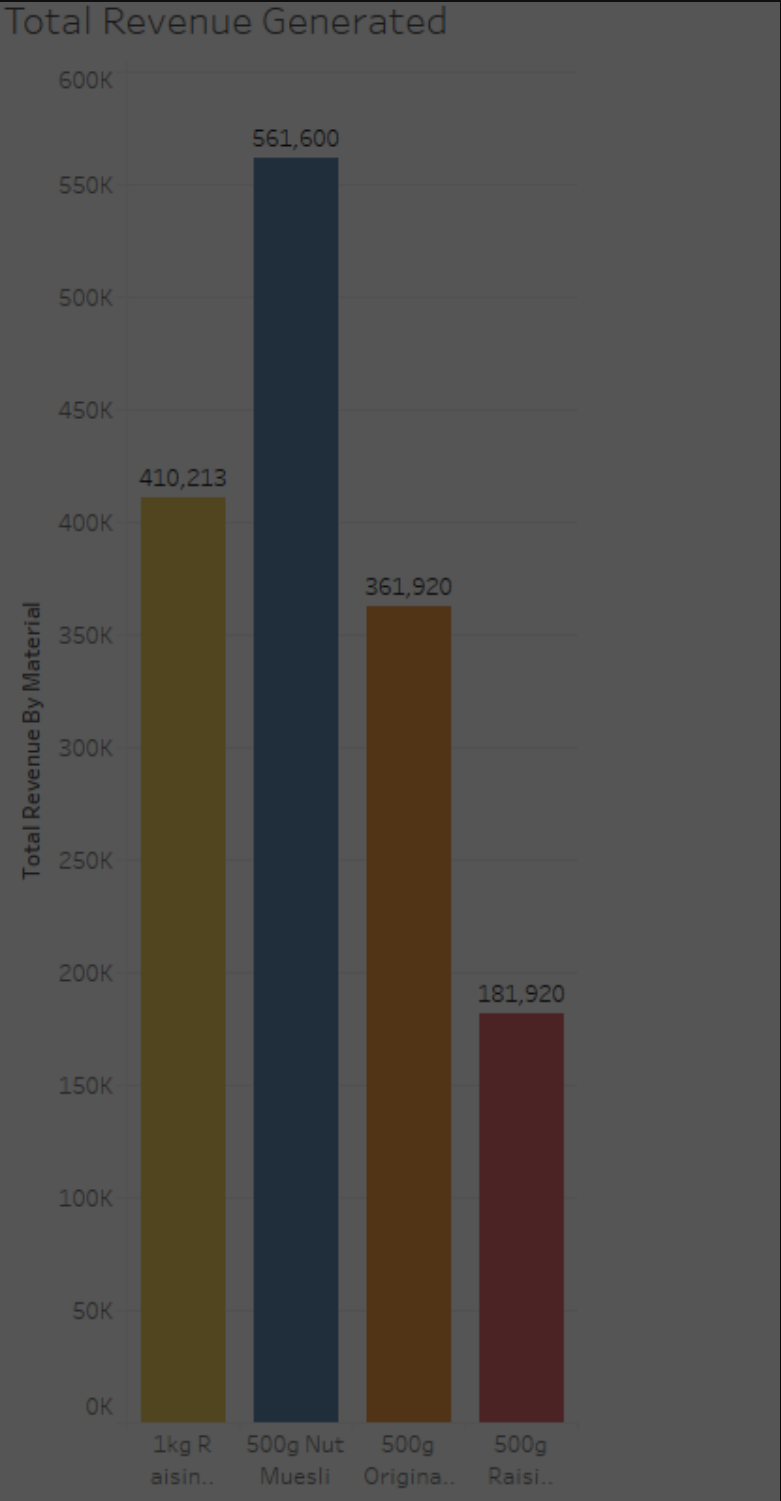
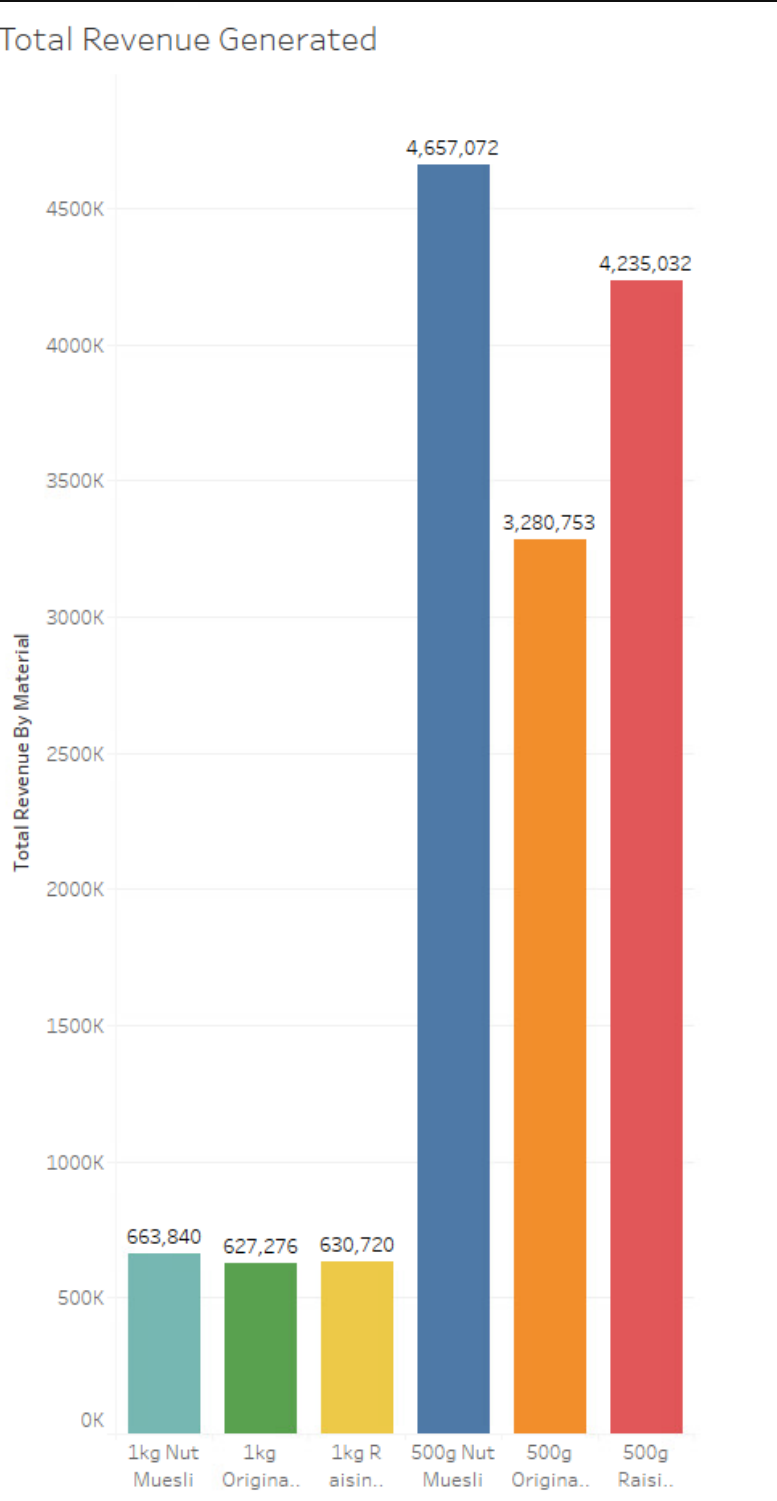
Fulfillment Strategy

Daily Quantity Sold by DC



Fulfillment Strategy

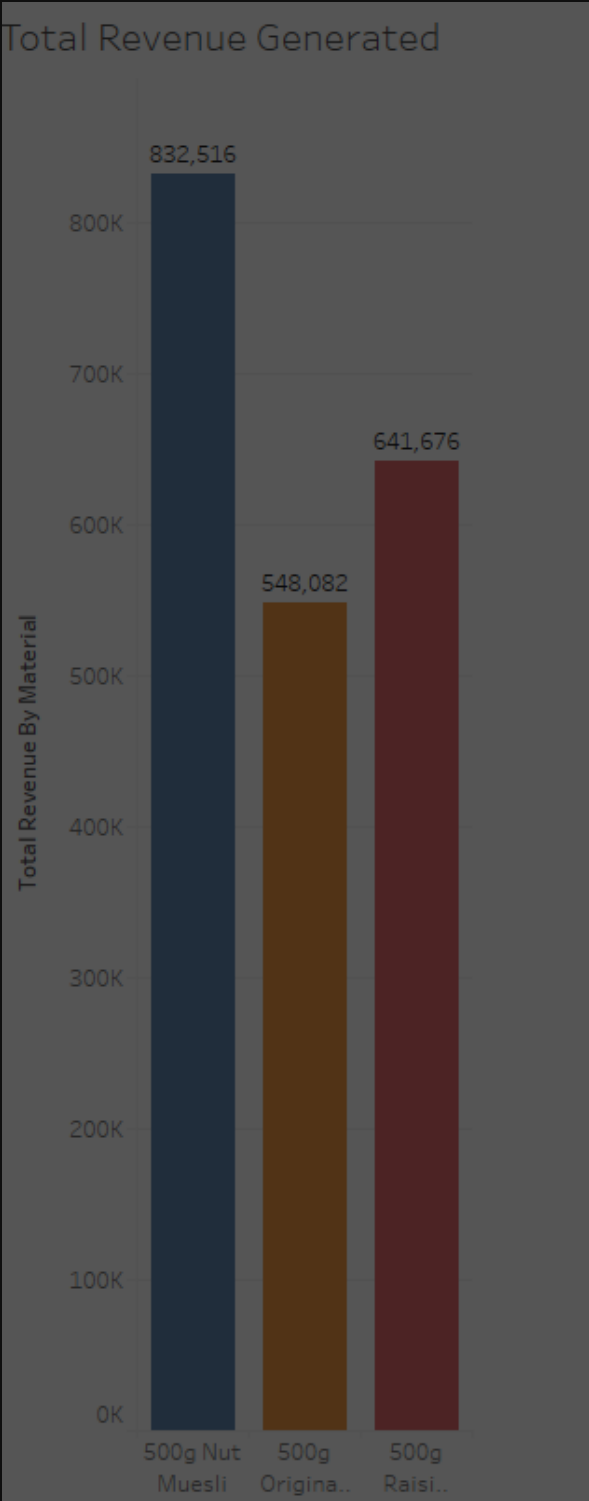
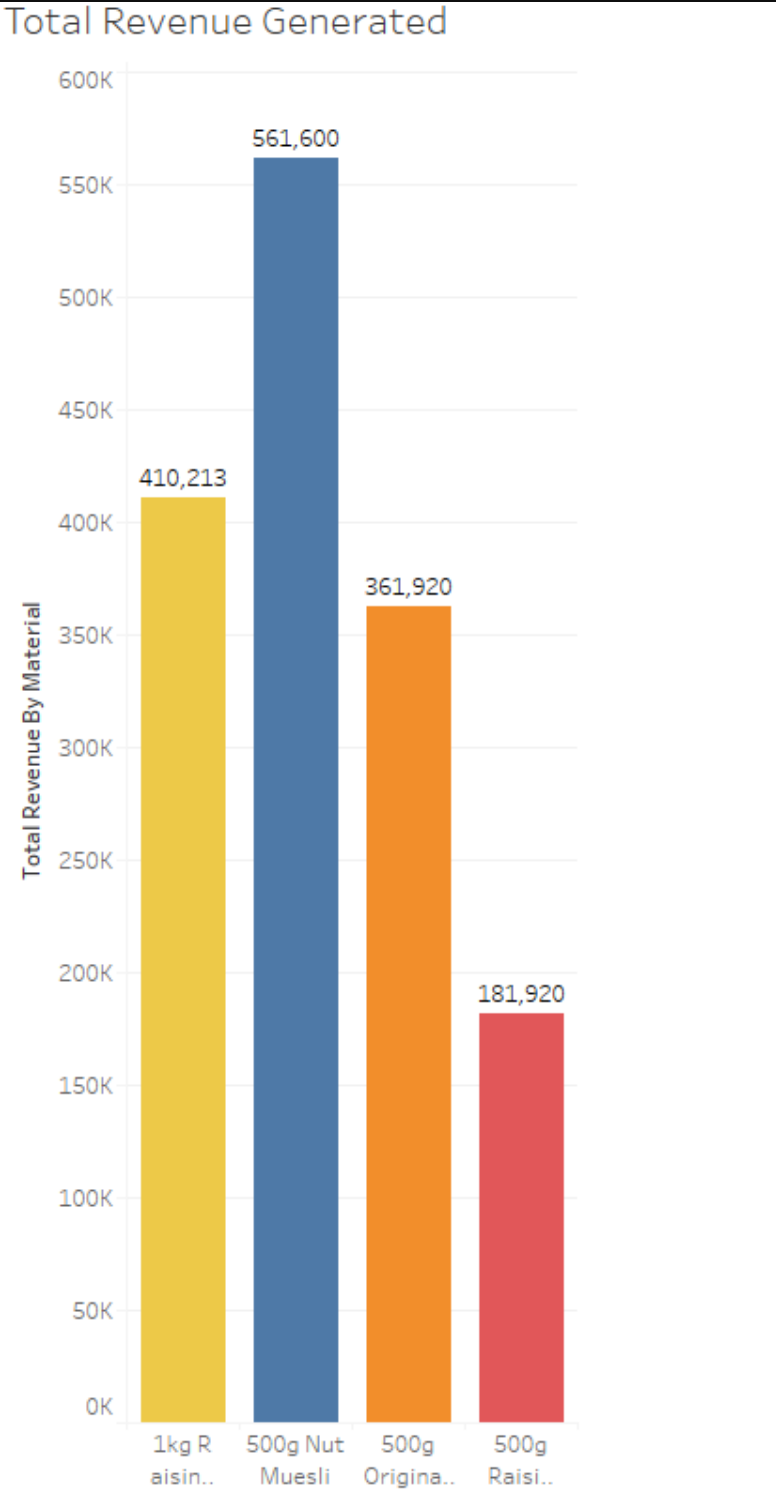
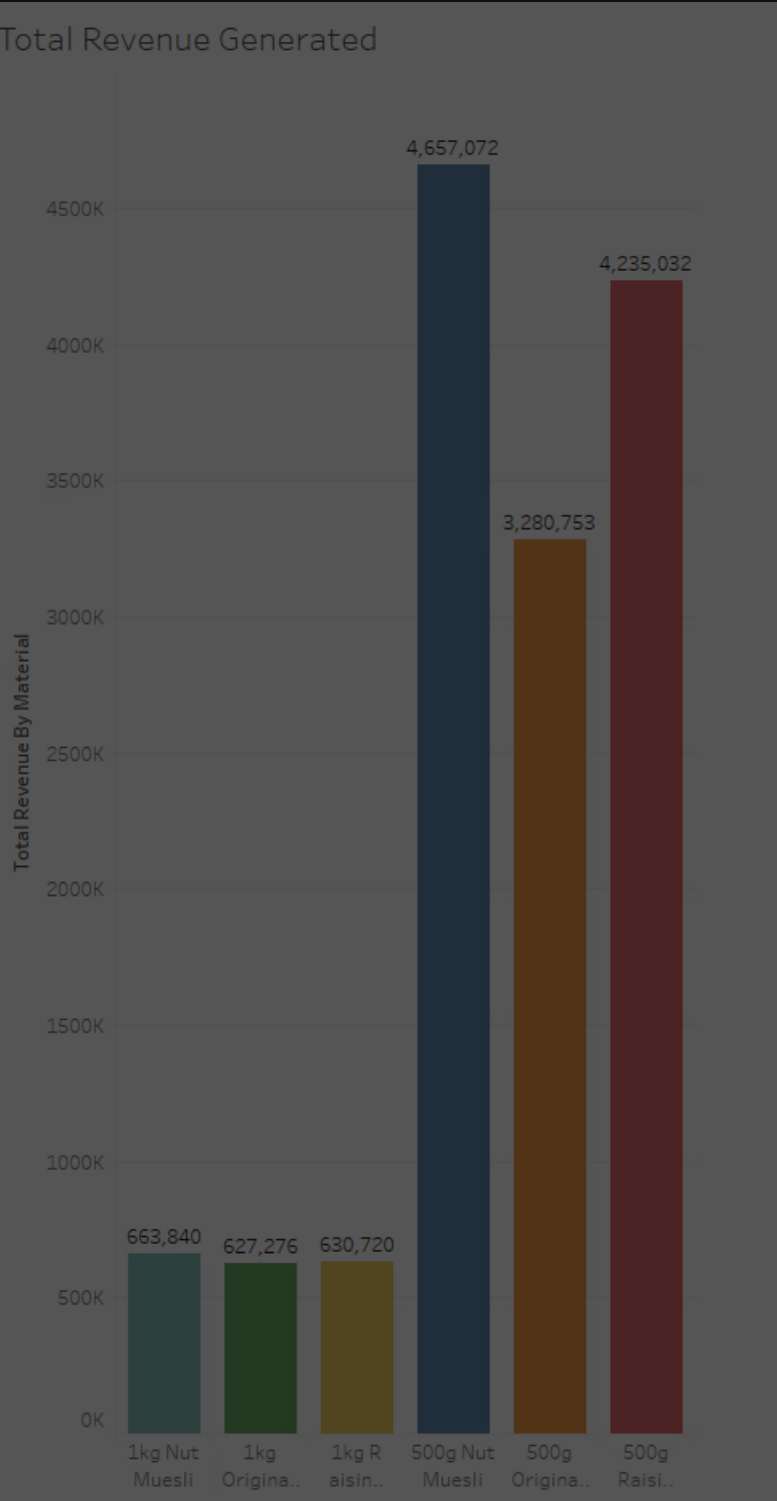
Total Revenue Generated



Material Description	
1kg Nut Muesli	
1kg Original Muesli	
1kg Raisin Muesli	
500g Nut Muesli	
500g Original Muesli	
500g Raisin Muesli	

Fulfillment Strategy

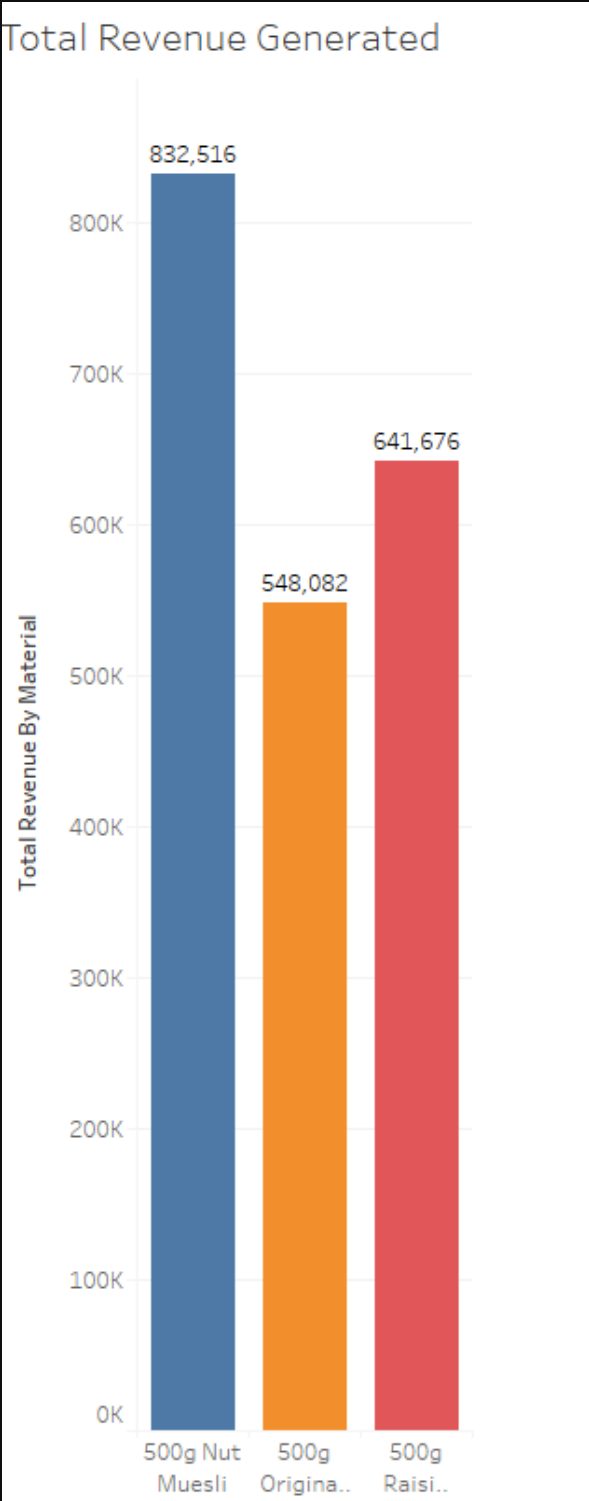
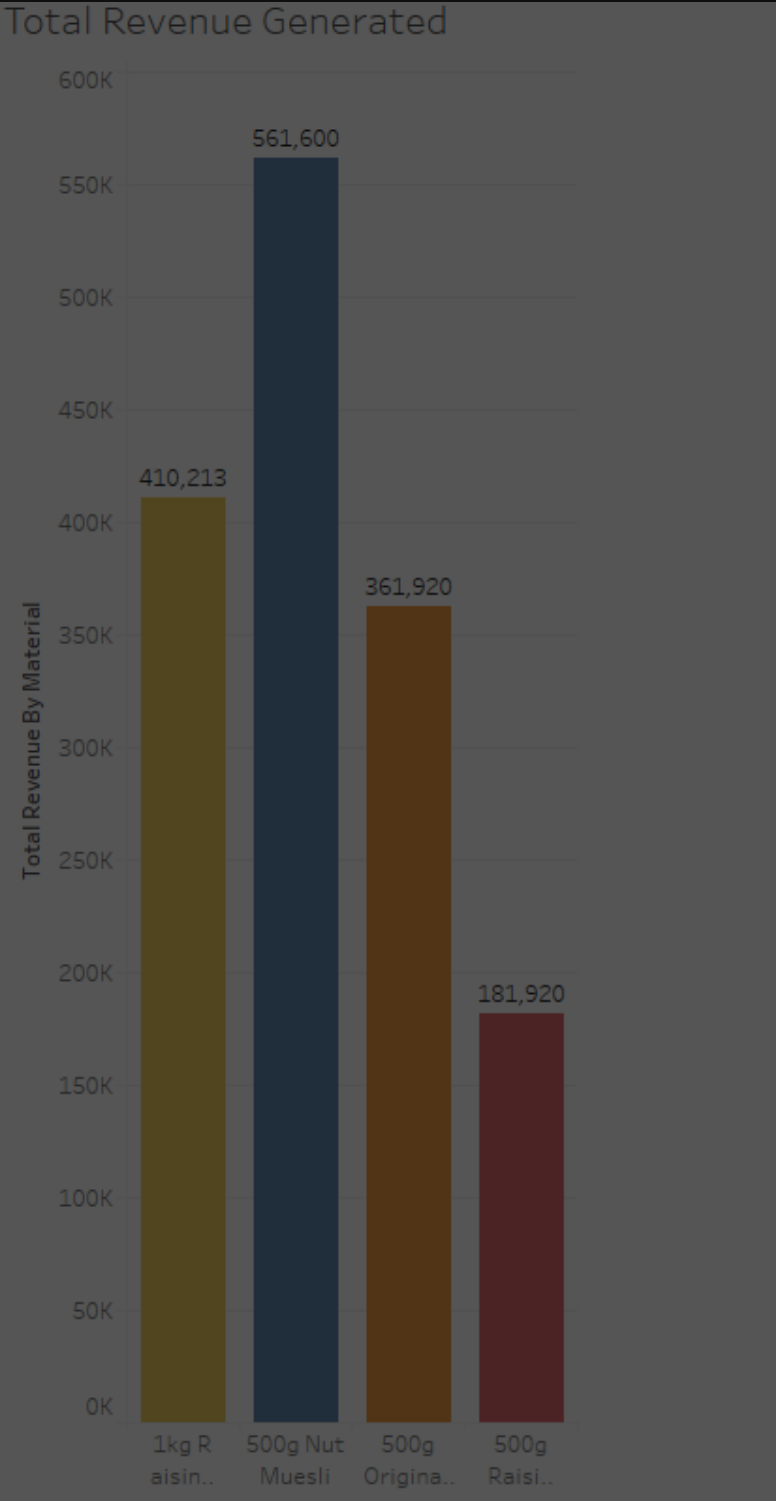
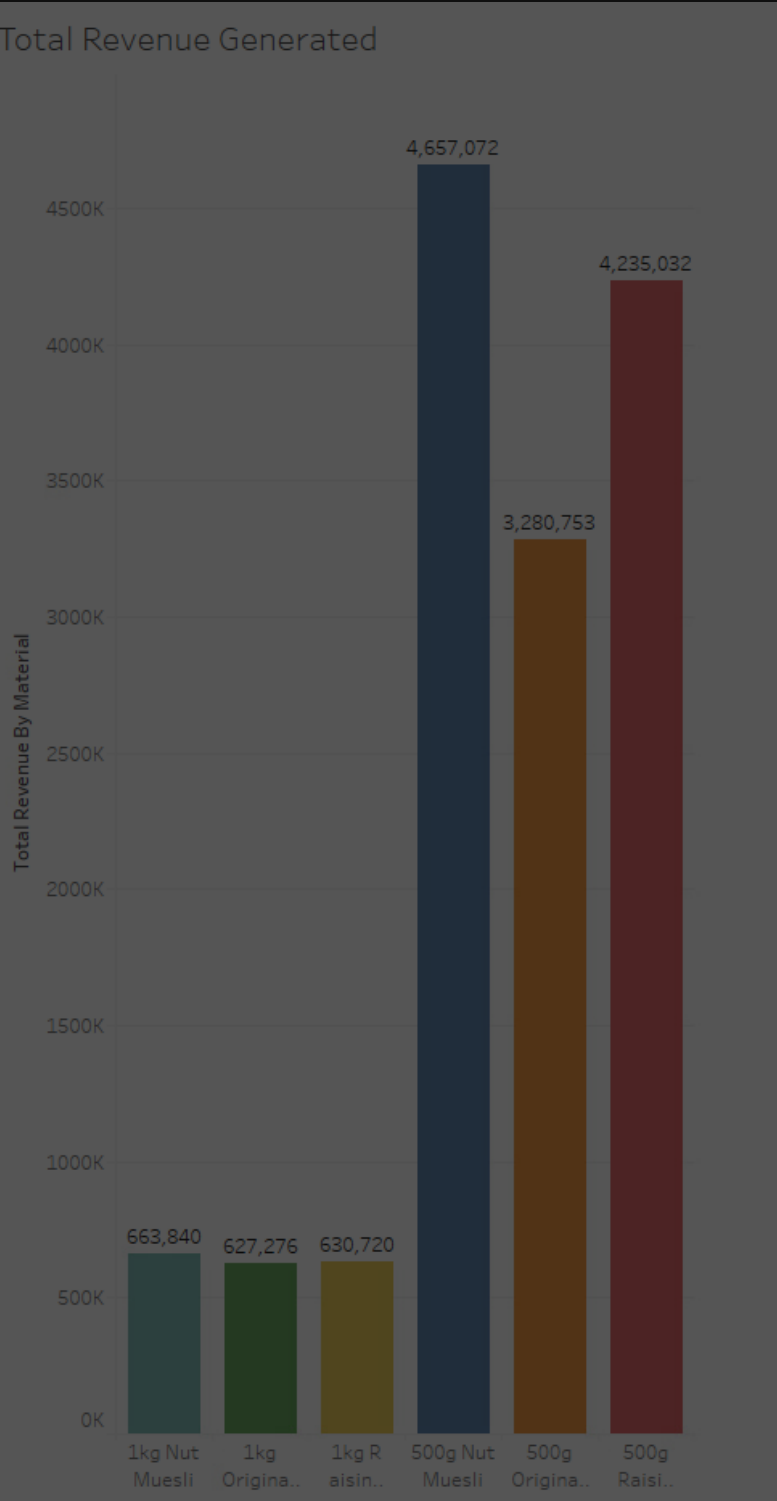
Total Revenue Generated



Material Description	
1kg Nut Muesli	
1kg Original Muesli	
1kg Raisin Muesli	
500g Nut Muesli	
500g Original Muesli	
500g Raisin Muesli	

Fulfillment Strategy

Total Revenue Generated

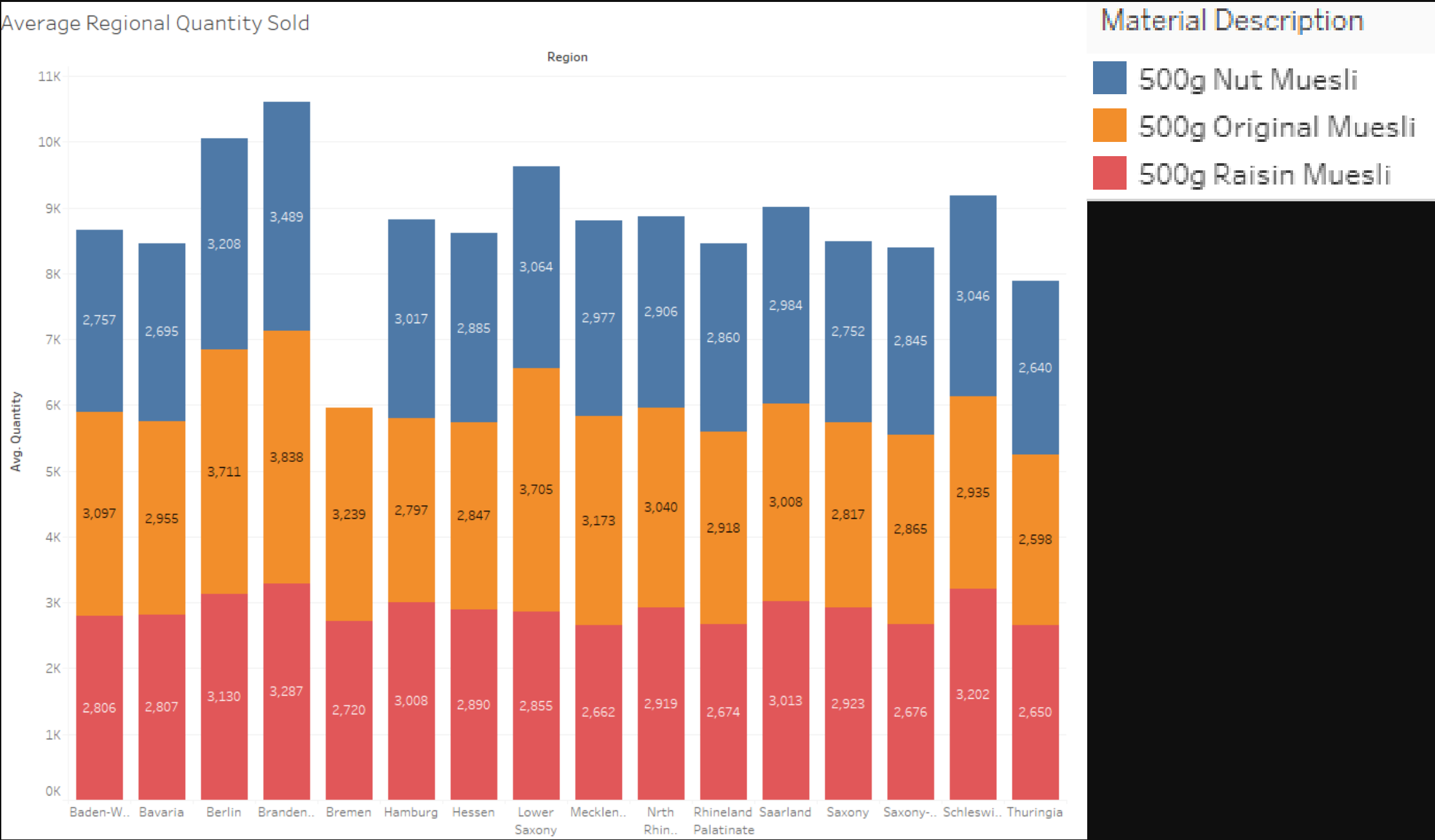


Material Description	
1kg Nut Muesli	
1kg Original Muesli	
1kg Raisin Muesli	
500g Nut Muesli	
500g Original Muesli	
500g Raisin Muesli	

Fulfillment Strategy

Average Regional Quantity Sold

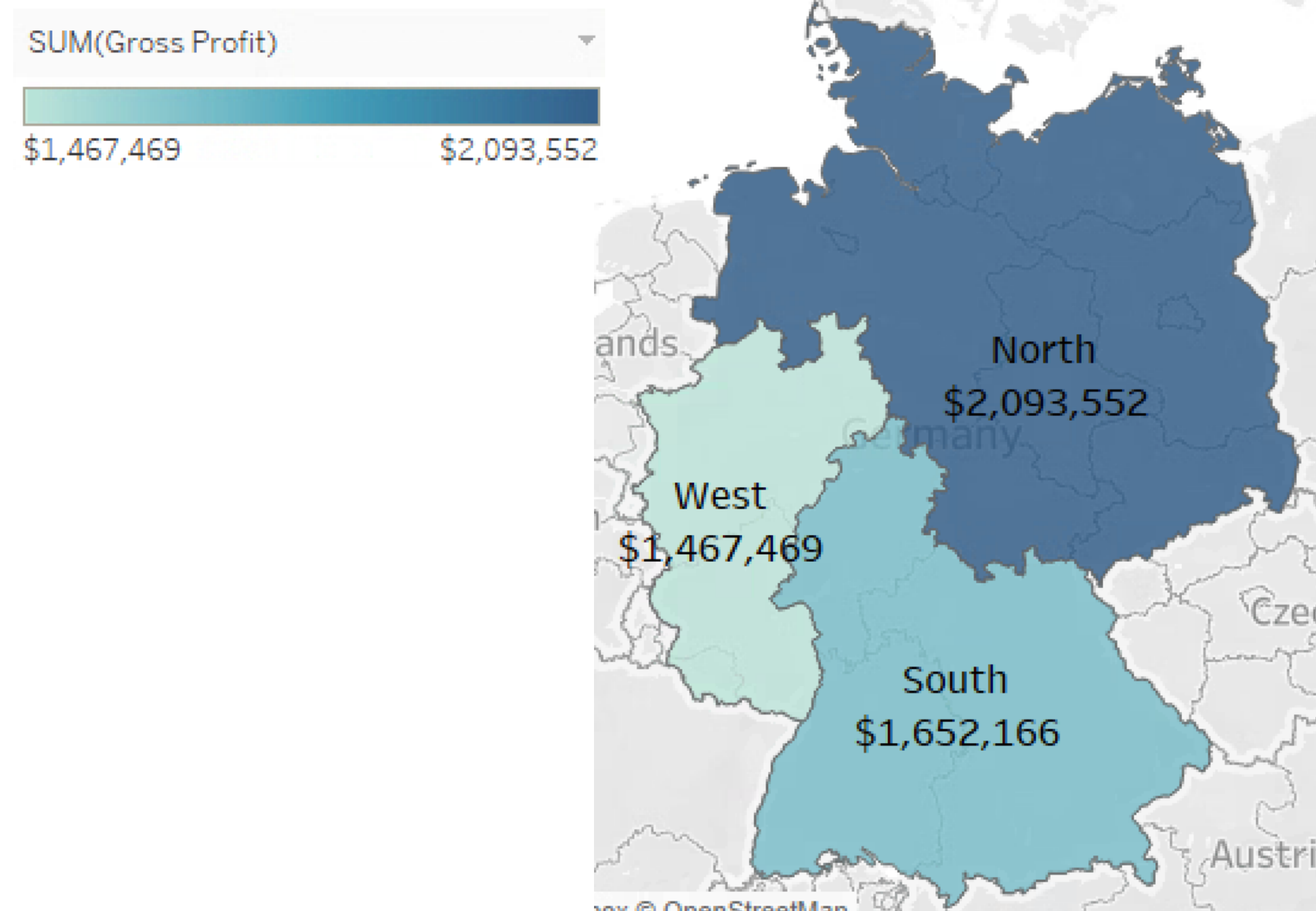
Bremen-No sales of Nut Muesli



Business Analytics Strategy

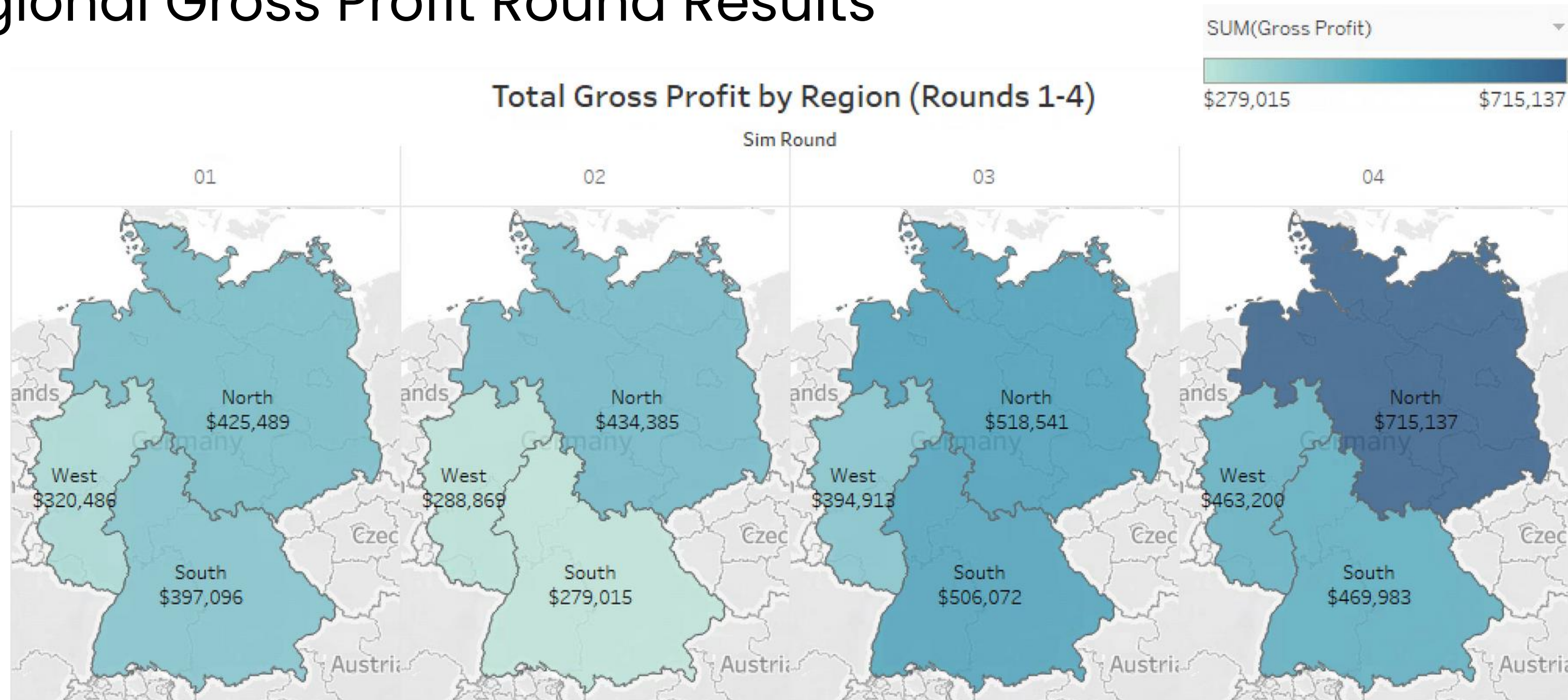
Regional Gross Profit ALL Rounds Combined

Total Gross Profit by Region (ALL Rounds)



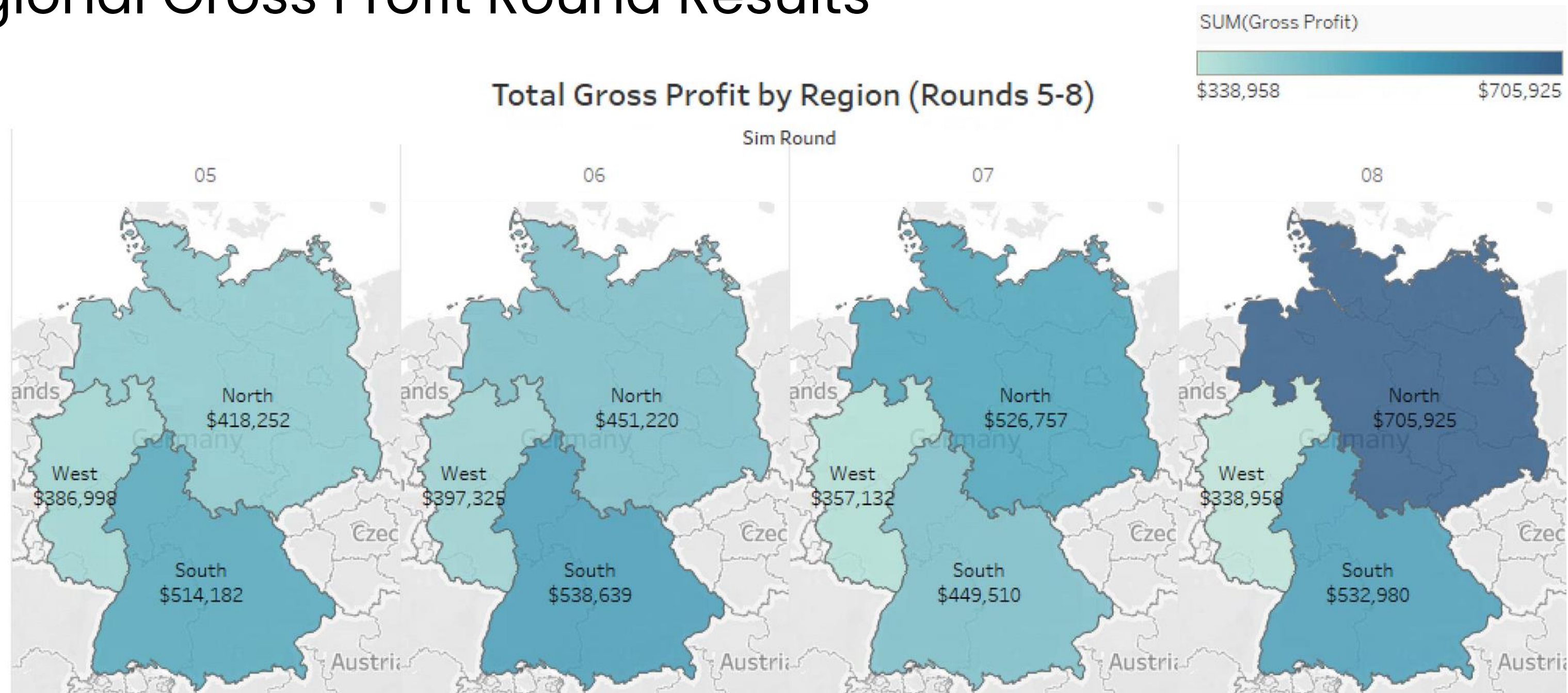
Business Analytics Strategy

Regional Gross Profit Round Results



Business Analytics Strategy

Regional Gross Profit Round Results



Business Analytics Strategy

Sales & Price Comparison

Sales (Total Revenue Generated) per Product

Material Description	Sim Round							
	01	02	03	04	05	06	07	08
500g Nut Muesli	\$561,600		\$863,963	\$532,237	\$664,064	\$577,854	\$624,839	\$832,516
500g Raisin Muesli	\$181,920	\$363,840	\$363,840	\$721,006	\$575,917	\$722,378	\$664,455	\$641,676
500g Original Muesli	\$361,920	\$180,960	\$239,346	\$643,328	\$431,685	\$462,610	\$412,823	\$548,082
1kg Nut Muesli		\$518,367	\$145,473					
1kg Raisin Muesli	\$410,213	\$220,507						
1kg Original Muesli		\$122,226	\$265,889	\$229,815	\$9,346			

Prices per Round

Material Descripti..	Sim Round							
	01	02	03	04	05	06	07	08
500g Nut Muesli	\$4	\$2	\$4	\$3	\$3	\$3	\$3	\$3
500g Raisin Muesli	\$3	\$3	\$3	\$4	\$4	\$4	\$4	\$4
500g Original Muesli	\$3	\$2	\$3	\$3	\$3	\$3	\$3	\$3
1kg Nut Muesli	\$3	\$4	\$3	\$2	\$3	\$3	\$3	\$2
1kg Raisin Muesli	\$3	\$3	\$2	\$2	\$2	\$2	\$2	\$3
1kg Original Muesli	\$2	\$3	\$3	\$3	\$2	\$2	\$2	\$2

Business Analytics Strategy

Market Share Analysis

Company Market Share

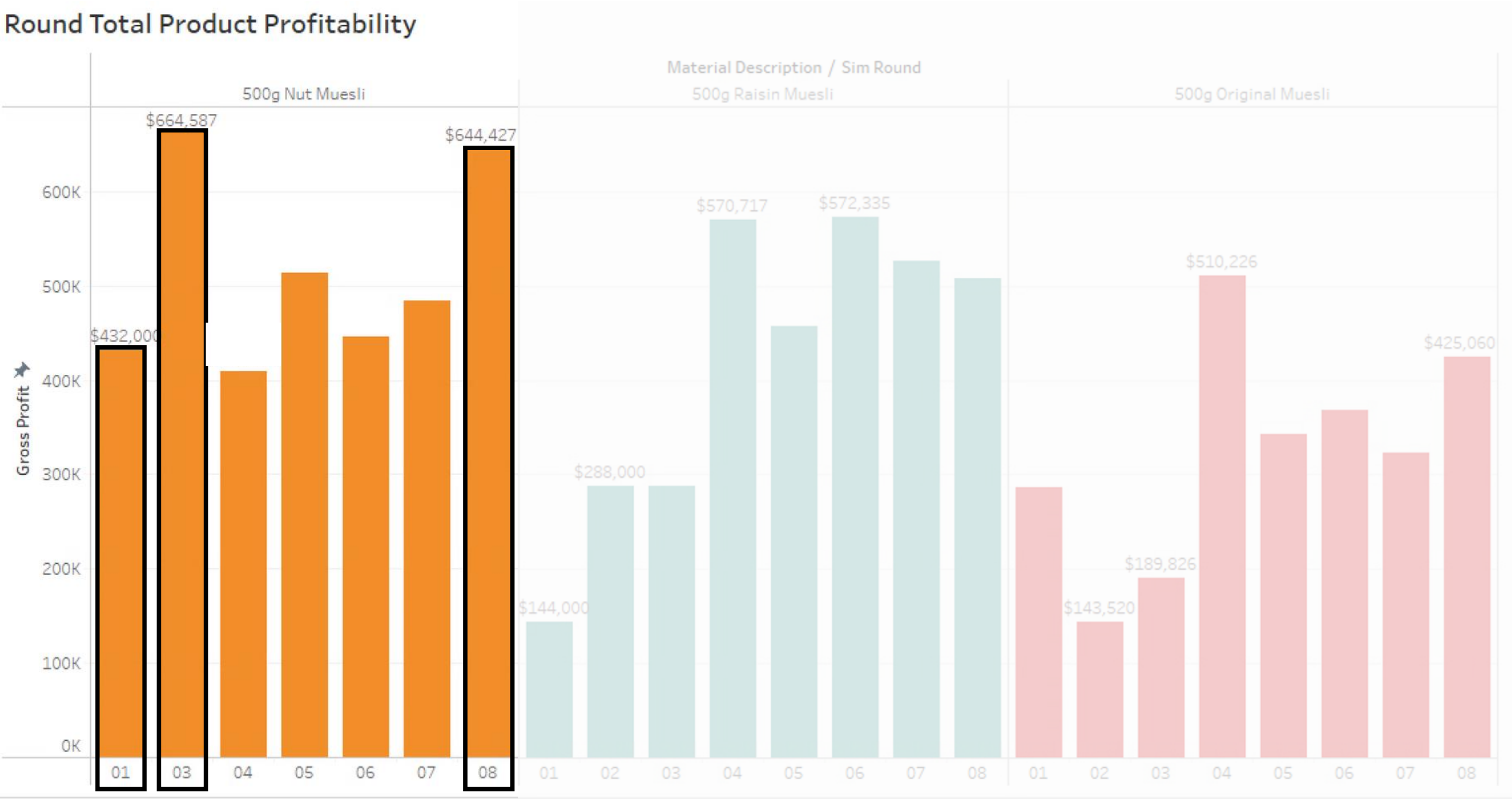
<u>Material Descripti..</u>	<u>Sales Organization / Sim Round</u>							
	Company							
	01	02	03	04	05	06	07	08
500g Nut Muesli	12.19%	0.00%	18.75%	11.55%	14.20%	12.38%	13.24%	17.69%
500g Raisin Muesli	4.30%	8.61%	8.61%	17.06%	13.52%	17.03%	15.72%	15.13%
500g Original Muesli	10.85%	5.42%	7.17%	19.28%	12.86%	13.62%	12.96%	17.82%
1kg Nut Muesli	0.00%	78.09%	21.91%	0.00%	0.00%	0.00%	0.00%	0.00%
1kg Raisin Muesli	65.04%	34.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
1kg Original Muesli	0.00%	19.51%	42.45%	36.69%	1.35%	0.00%	0.00%	0.00%

Market Share

<u>Material Descripti..</u>	<u>Sales Organization / Sim Round</u>							
	Market							
	01	02	03	04	05	06	07	08
500g Nut Muesli	12.05%	5.31%	14.29%	13.34%	15.26%	10.52%	13.97%	15.26%
500g Raisin Muesli	7.10%	11.84%	10.66%	14.29%	13.56%	14.92%	13.39%	14.24%
500g Original Muesli	12.58%	9.58%	12.88%	14.46%	11.36%	13.83%	14.76%	10.54%
1kg Nut Muesli	8.00%	16.31%	11.89%	12.48%	12.92%	15.71%	10.34%	12.36%
1kg Raisin Muesli	21.34%	20.61%	12.43%	12.18%	0.04%	7.33%	12.12%	13.95%
1kg Original Muesli	7.54%	9.66%	16.66%	15.56%	18.49%	6.77%	11.16%	14.15%

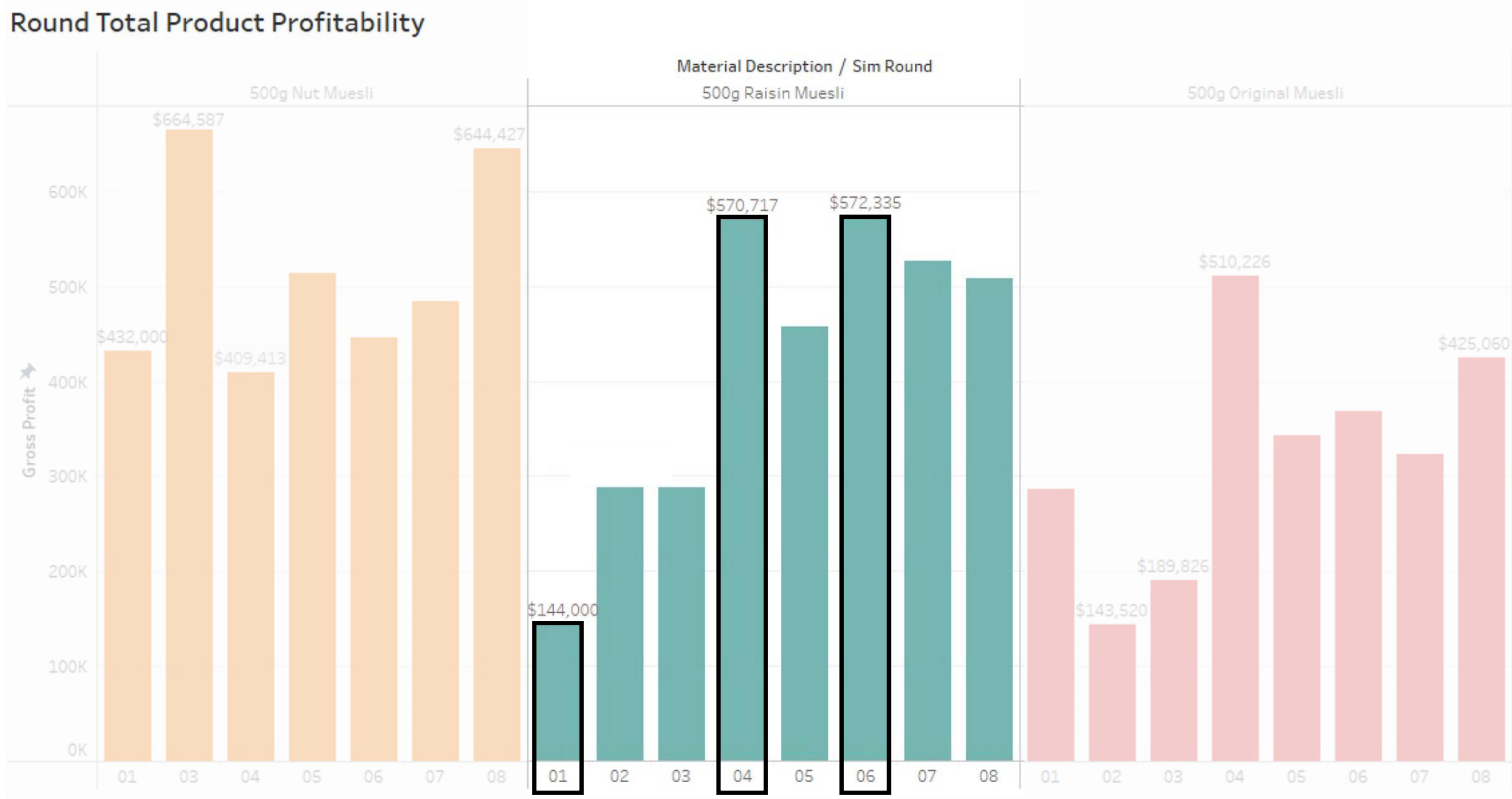
Business Analytics Strategy

500g Nut Museli Profitability per Round



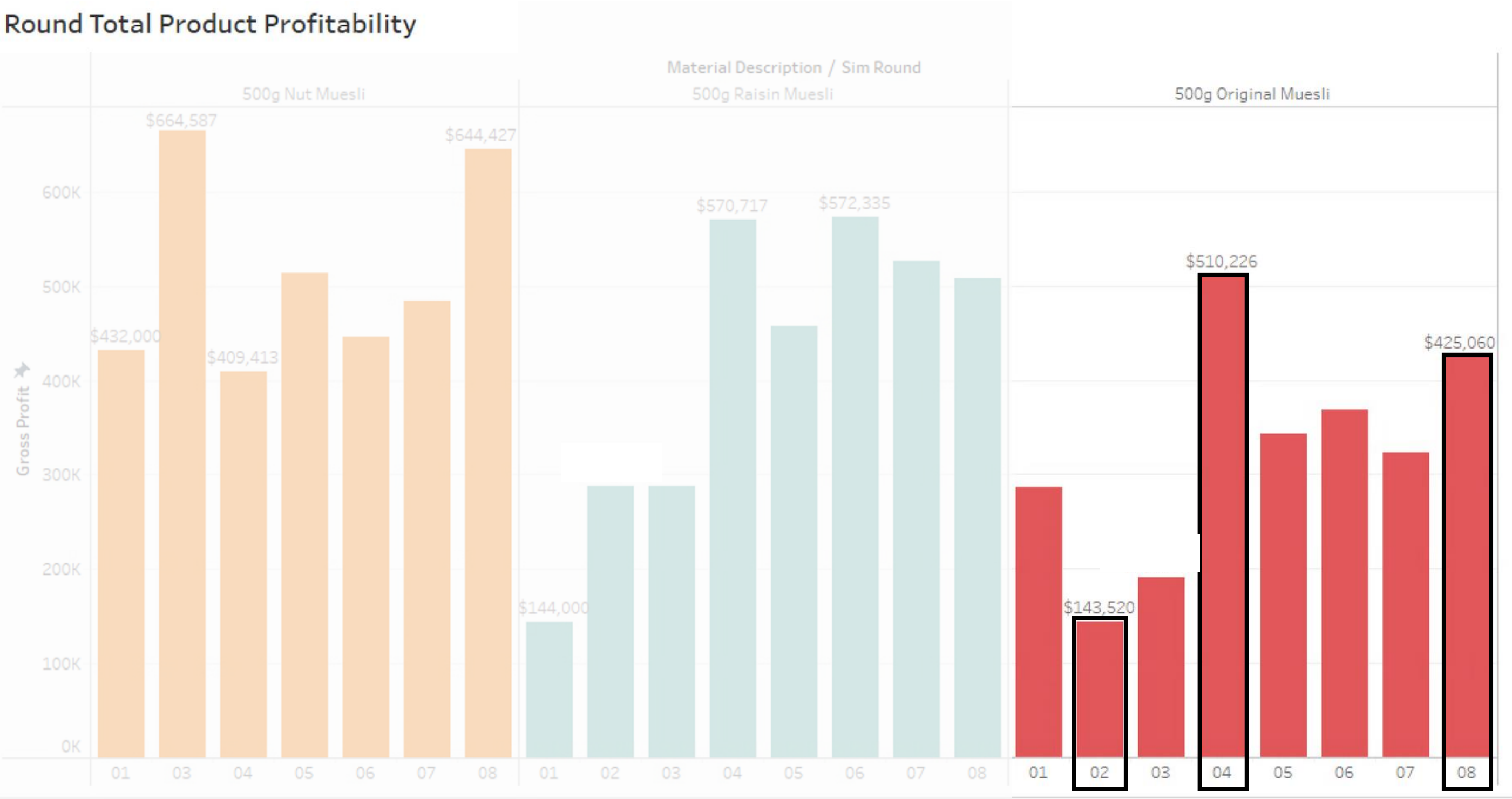
Business Analytics Strategy

500g Raisin Muesli Profitability per Round



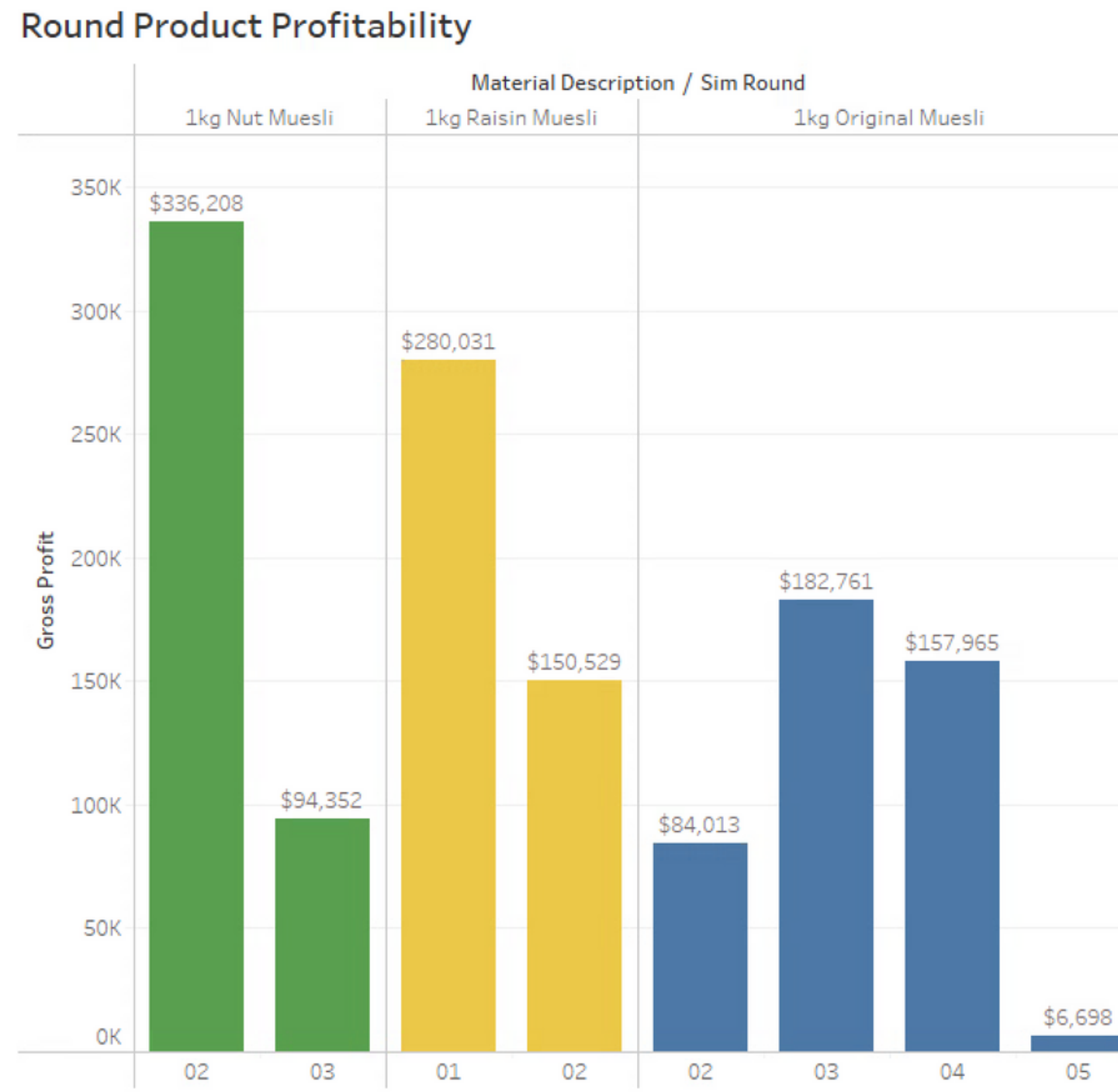
Business Analytics Strategy

500g Original Muesli Profitability per Round



Business Analytics Strategy

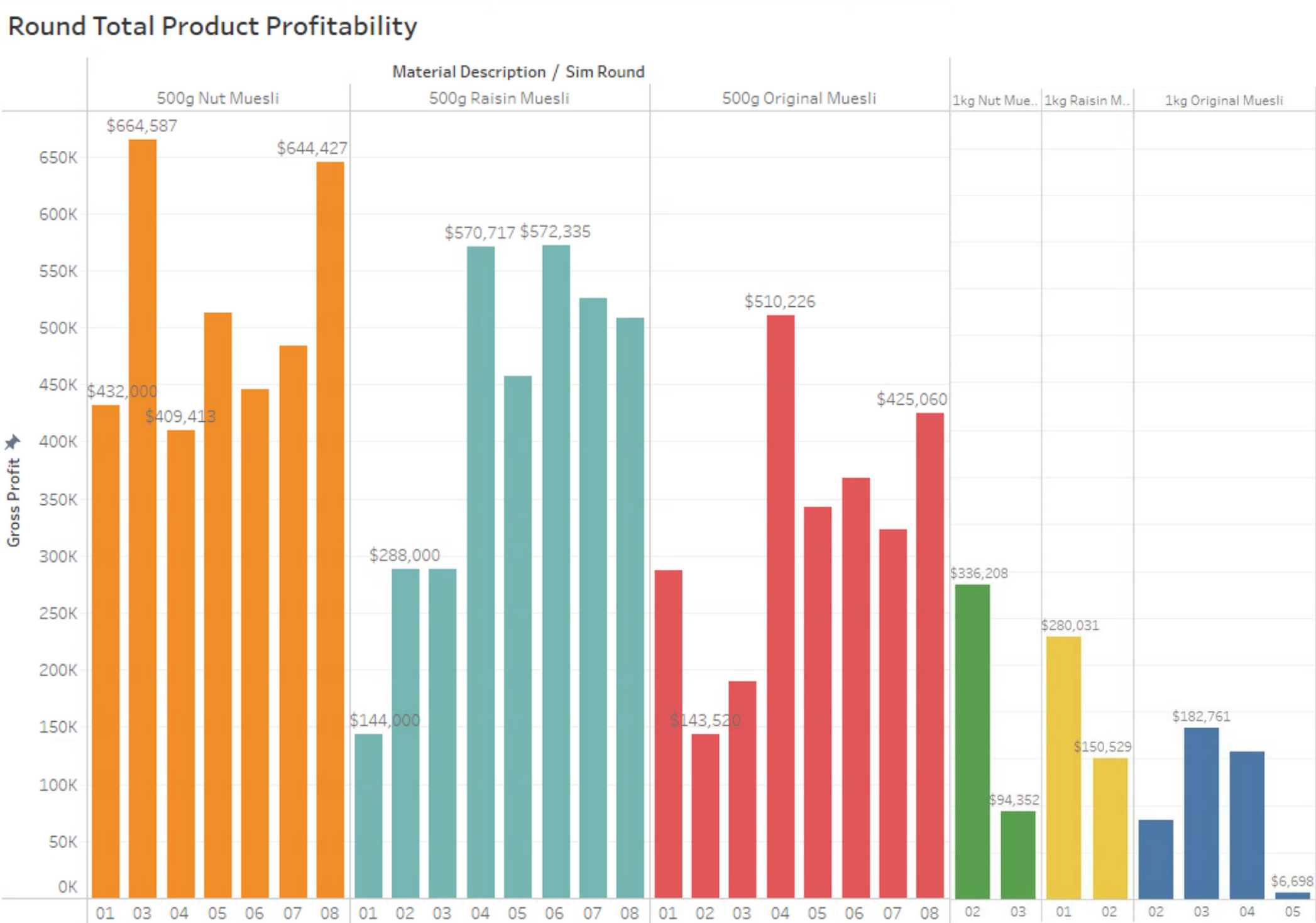
1kg Nut, Raisin, and Original Muesli Profitability per Round



N E X T

Business Analytics Strategy

Total Product Profitability per Round



Conclusion

Takeaways

- Overall & Call to Action

N E X T



Thank You!

