

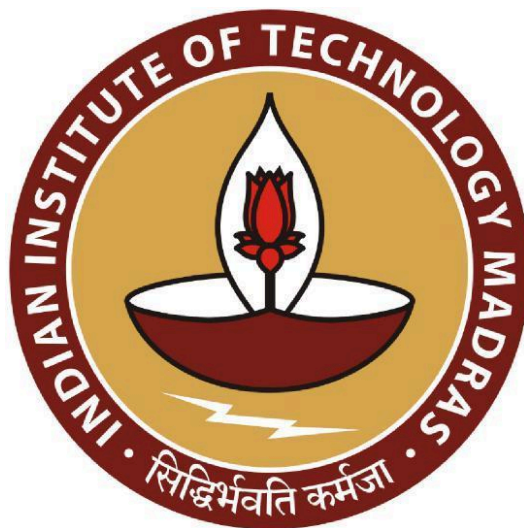
Quadrant-Based Strategy for Sales Growth in Sheet Metal Parts Manufacturing

A Proposal report for the BDM capstone Project

Submitted by

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Contents

1	Executive Summary and Title	5
2	Organisation Background	5
3	Problem Statement	6
3.1	Problem statement 1: Explanation in 1-2 lines	6
3.2	Problem statement 2: Explanation in 1-2 lines	6
3.3	Problem statement 2: Explanation in 1-2 lines	6
4	Background of the Problem	7
5	Problem Solving Approach	7
6	Expected Timeline	9
7	Expected Outcome	10

Declaration Statement

I am working on a Project Title “**Quadrant-Based Strategy for Sales Growth in Sheet Metal Parts Manufacturing**”. I extend my appreciation to **Super Springs Private Limited**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report. I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

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Signature

Name: SANTHOSH R

Date: 05/08/2024

1 Executive Summary and Title

This project focuses on enhancing sales growth and operational efficiency for a sheet metal parts manufacturing company. The goal is to implement a quadrant-based analysis, categorizing products into four quadrants based on volume and sales performance. The analysis aims to develop tailored strategies for each category, diversify party engagement, and increase production capacity for high-potential products.

The issues will be addressed by using the following roadmap:

1. Collecting and cleaning data on production quantities, sales values, and production capacity.
2. Categorizing products into four quadrants: High Volume, High Sales; Low Volume, High Sales; High Volume, Low Sales; Low Volume, Low Sales.
3. Analyzing sales distribution among parties.
4. Developing tailored strategies for each product category.
5. Recommending investments in advanced machinery to increase production capacity.

The expected outcome is a comprehensive quadrant-based categorization of products, improved sales distribution, increased production capacity, and actionable insights for sustainable growth.

2 Organization Background

It is a sheet metal manufacturing company that has been in business for over 30 years. The company specializes in the production of sheet metal parts and components for various industries, including automotive, aerospace, construction and textile. The company has a state-of-the-art facility with modern equipment and a team of experienced professionals and above 100 skilled worker who are committed to delivering high-quality products and exceptional customer service, it offers a range of services, including laser cutting, CNC punching, bending, welding, and powder coating. The company uses advanced software for design and engineering to ensure precision and accuracy in its production process. The

company has a strong focus on sustainability and environmental responsibility. it uses environmentally friendly materials and processes and adheres to strict environmental regulations and standards. It has a loyal customer base and a reputation for providing high-quality products and services. The company is committed to continuous improvement and innovation to stay ahead of the competition and meet the evolving needs of its customers.

Ref:

- 1) <https://www.indiamart.com/sheetmetalics/profile.html>
- 2) <http://sheetmetalics.com/>

3 Problem Statement

3.1 Sales Centralization: Sales are heavily centralized among a few key parties, creating a risk if any major customer is lost.

This centralization makes the company vulnerable to significant sales drops if one or more key customers stop ordering.

3.2 Production Capacity: There is underutilization of high-potential products due to inadequate production capacity.

High-potential products are not meeting market demand due to insufficient production capabilities, limiting sales growth.

3.3 Resource Utilization: Low-performing products are consuming resources without contributing significantly to sales.

Products with low sales and volume are inefficiently utilizing resources, and their viability needs to be reassessed to improve overall operational efficiency

4 Background of the Problem

The company's significant fluctuations in daily production volumes and sales indicate a lack of effective demand forecasting and inventory management. The centralization of sales among a few key parties exposes the company to risks associated with losing major customers, which could lead to substantial revenue loss. High-potential products are not fully capitalizing on market opportunities due to inadequate production capacity, limiting the company's ability to scale its operations and meet customer demand. Additionally, low-performing products continue to consume resources, leading to inefficiencies and higher operational costs. These internal and external challenges necessitate a strategic approach to optimize production, diversify sales channels, and improve overall operational efficiency. Addressing these issues will help the company mitigate risks, leverage market opportunities, and achieve sustainable growth. Implementing a quadrant-based strategy will allow the company to categorize products, develop tailored strategies, and allocate resources more effectively, ensuring that high-potential products are prioritized and low-performing products are reassessed. By enhancing production capacity and adopting advanced analytics for demand forecasting and inventory management, the company can better align its operations with market demand, reduce inefficiencies, and improve its competitive position in the industry.

5 Problem Solving Approach

5.1 Quadrant Analysis: Products will be categorized into four quadrants based on their volume and sales performance. This will help identify which products are performing well and which need improvement.

- **High Volume, High Sales:** Maintain and enhance production and marketing efforts.
- **High Volume, Low Sales:** Focused sales strategy to boost sales.
- **Low Volume, High Sales:** Increase production capacity to meet demand.

- **Low Volume, Low Sales:** Re-evaluate and possibly discontinue or revamp.

5.2 Data Collection and Cleaning: Comprehensive data on production quantities, sales values, and production capacity will be collected and cleaned to ensure accuracy.

- Data cleaning to remove duplicates and irrelevant information.

5.3 Strategy Development: Tailored strategies will be developed for each quadrant to optimize sales and production efficiency.

- Sales and marketing strategies for high-potential products.
- Efficiency improvement plans for low-performing products.

5.4 Party Engagement Analysis: The sales distribution among parties will be analyzed to identify opportunities for diversifying engagement and reducing dependency on a few key customers.

- Identify new potential customers and markets.
- Develop strategies to engage and retain a broader customer base.

5.5 Production Capacity Enhancement: Recommendations will be made for investing in advanced machinery, such as fiber laser cutting, to increase production capacity for high-potential products.

- Plan for acquisition and integration of new machinery.

6 Expected Timeline

6.1 Work Breakdown Structure:

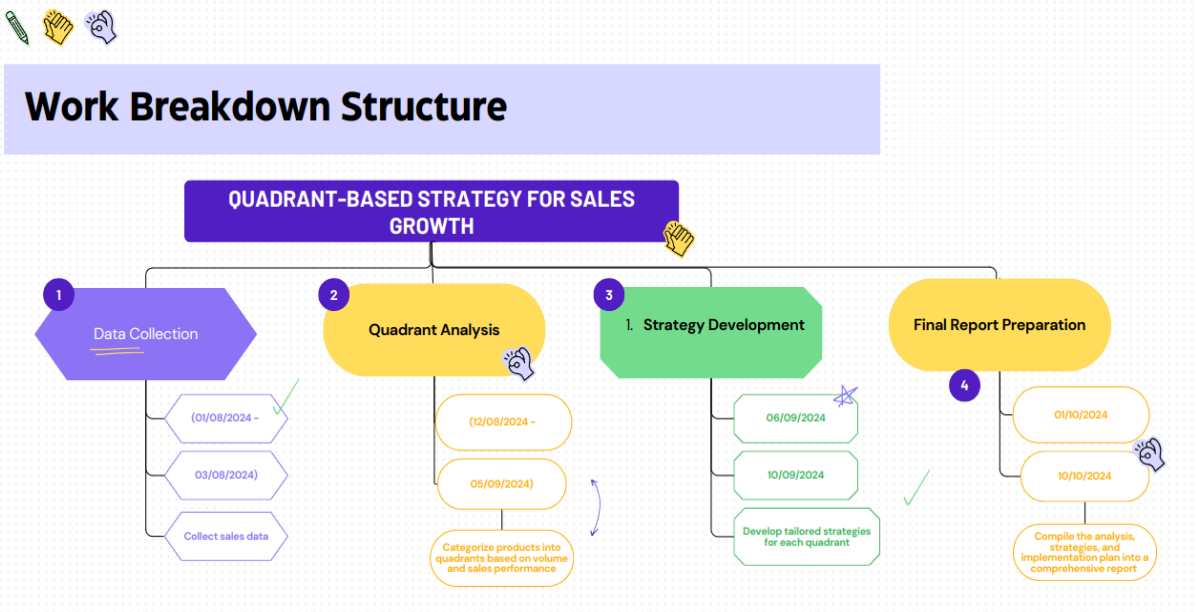


Figure 1 : work breakdown structure for completion of project.

6.2 Gantt chart



Figure 2 : Expected timeline for completion of project.

7 Expected Outcome

- Comprehensive quadrant-based categorization of products.
- Tailored strategies for each product category to enhance sales growth and operational efficiency.
- Diversified party engagement to distribute sales more evenly and mitigate risks.
- Increased production capacity for high-potential products through strategic investments.
- Recommendation of demand forecasting and inventory optimization techniques to manage production variability.
- Identification of bottlenecks and provision of actionable solutions.
- Improved sales distribution and better resource utilization.