



# ChemCorp Presentation

By Eric Wheeler

# How can we recover 10% in sales revenue in order to maintain our current market share and customer base over the next year?

## Customer Strategy

- Do we understand their interests? Are we addressing their needs?
- What are the most and least successful areas of our business measured by revenue, profitability, seasonality, and customer interest?

## Market Opportunities

- How can we increase engagement with our existing customers?
- What areas offer the largest growth potential to seek new customers?

## Product Divestment

- With limited capital, how can we strategically allocate our funds?
- Are there any underperforming areas that limit our future growth?

## Primary Industries

- Aerospace Defense
- **Biotechnology**
- **Machinery and Industrial Goods**
- Medical Equipment
- Paper and Packaging
- Pharmaceuticals

## Primary Products

- **Chemical A**
- Chemical B
- Chemical C
- Chemical D
- **Chemical E**
- Chemical F
- Chemical G
- Chemical H
- Chemical I
- Chemical J
- Chemical K

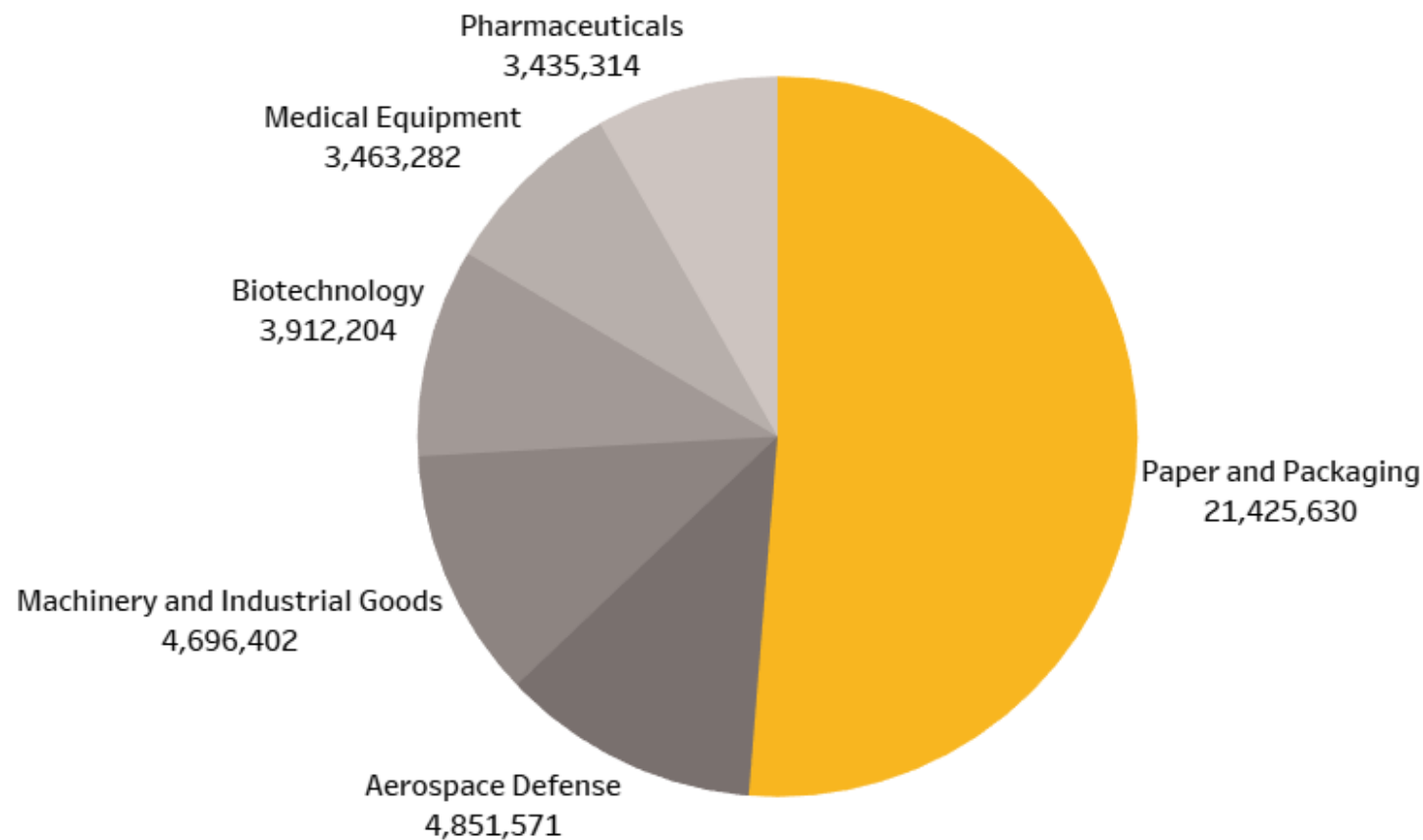
Through my analysis I have determined that market opportunities exist within the **Biotechnology** segment, **Machinery and Industrial Goods** segment, as well as **Chemical E**.

I believe **Chemical A** is the best candidate for divestment as freeing up funds associated with this product will allow us to focus our available resources on the areas that exhibit the most growth potential.

# Segment Sales Leader: Paper and Packaging



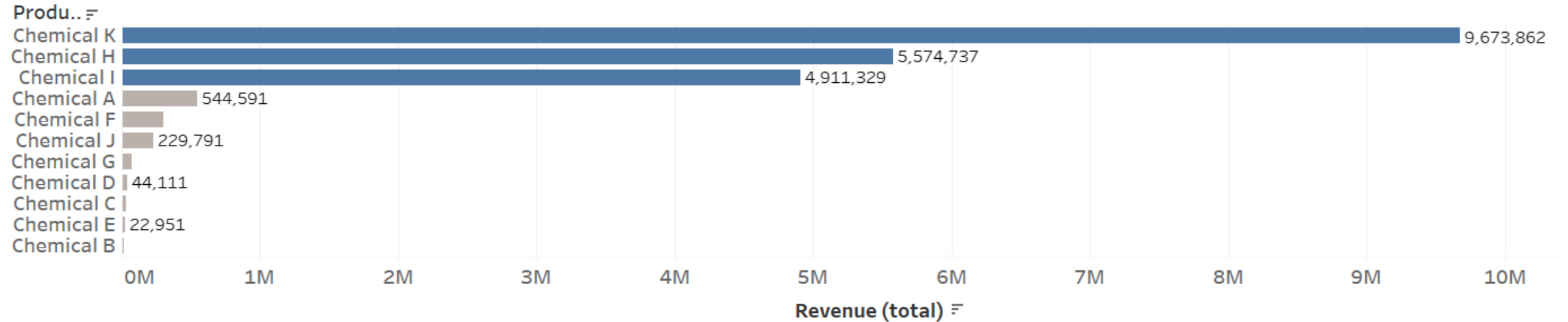
Revenue per Segment



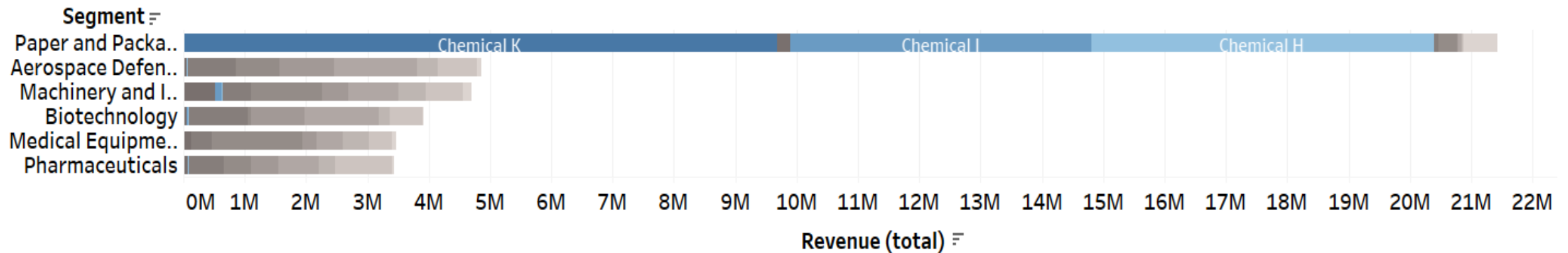
# Chemicals With the Highest Sales Revenue:

## Chemical K, Chemical H, Chemical I

Chemical Sales for the Paper and Packaging Segment



Chemical K, Chemical, H, Chemical I Sales per Segment

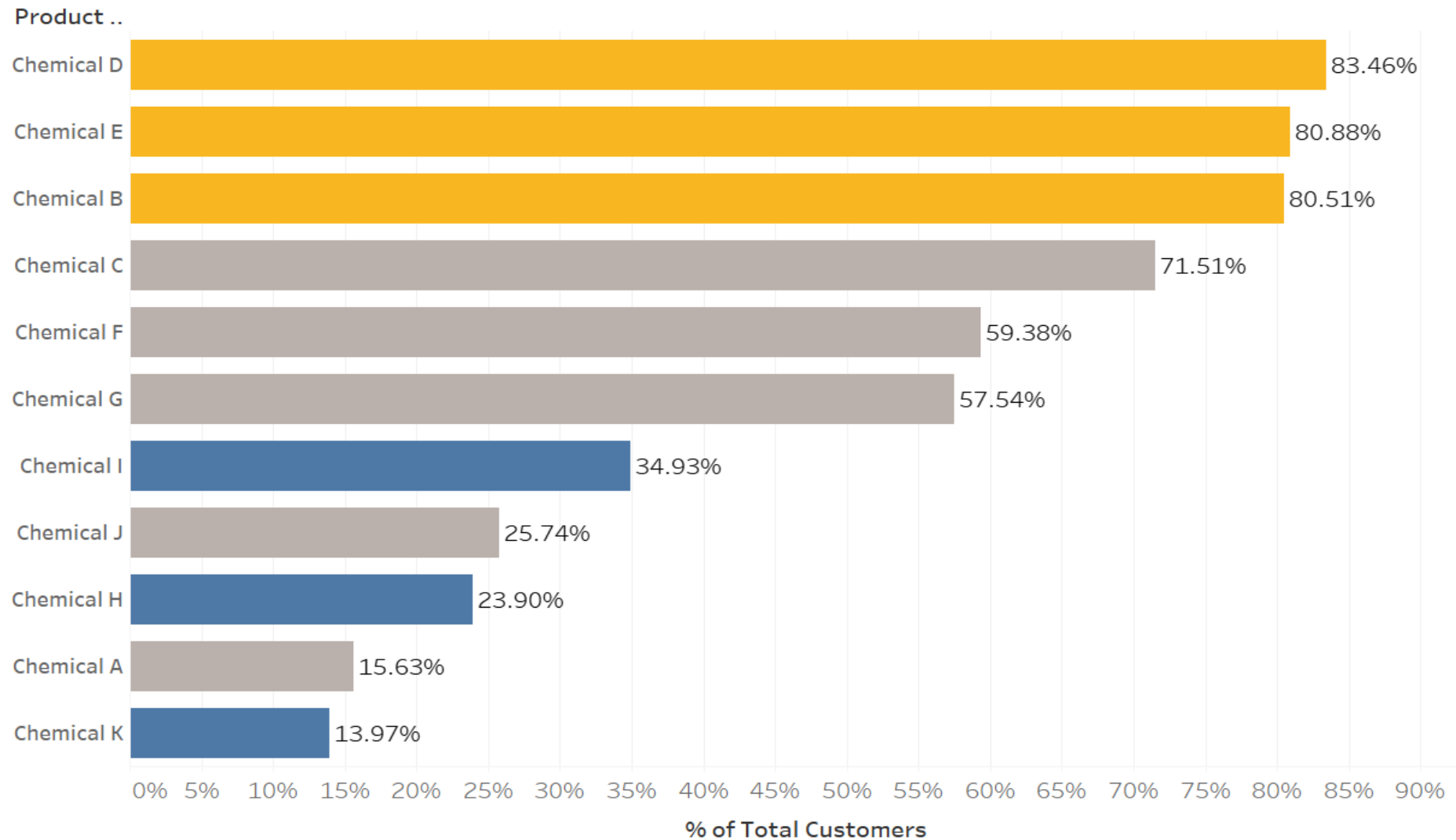


# Most Popular Chemicals:

## Chemical D, Chemical E, Chemical B



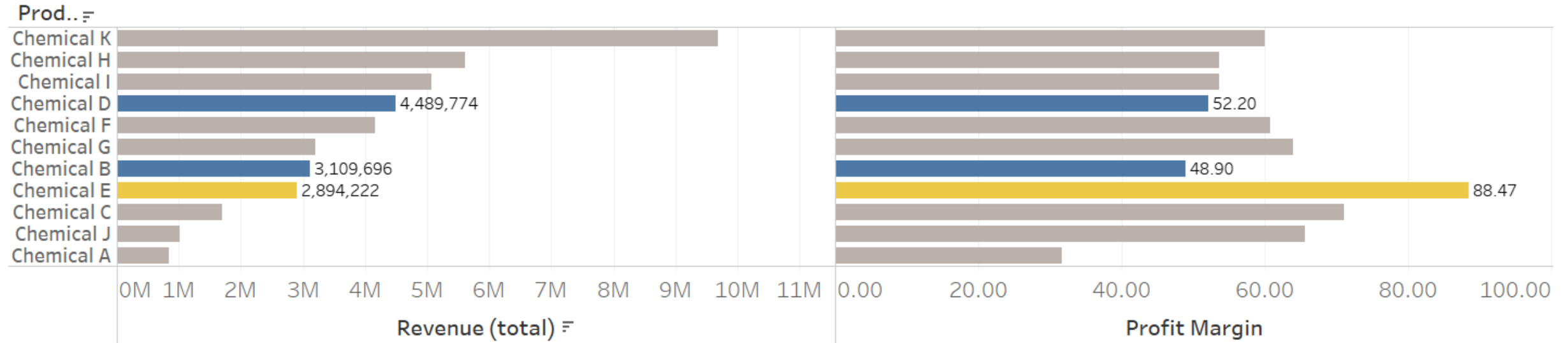
Percentage of Total Customers per Chemical



# Most Growth Potential by Revenue and Profit: Chemical E



## Chemicals by Revenue and Profit Margin



### Revenue

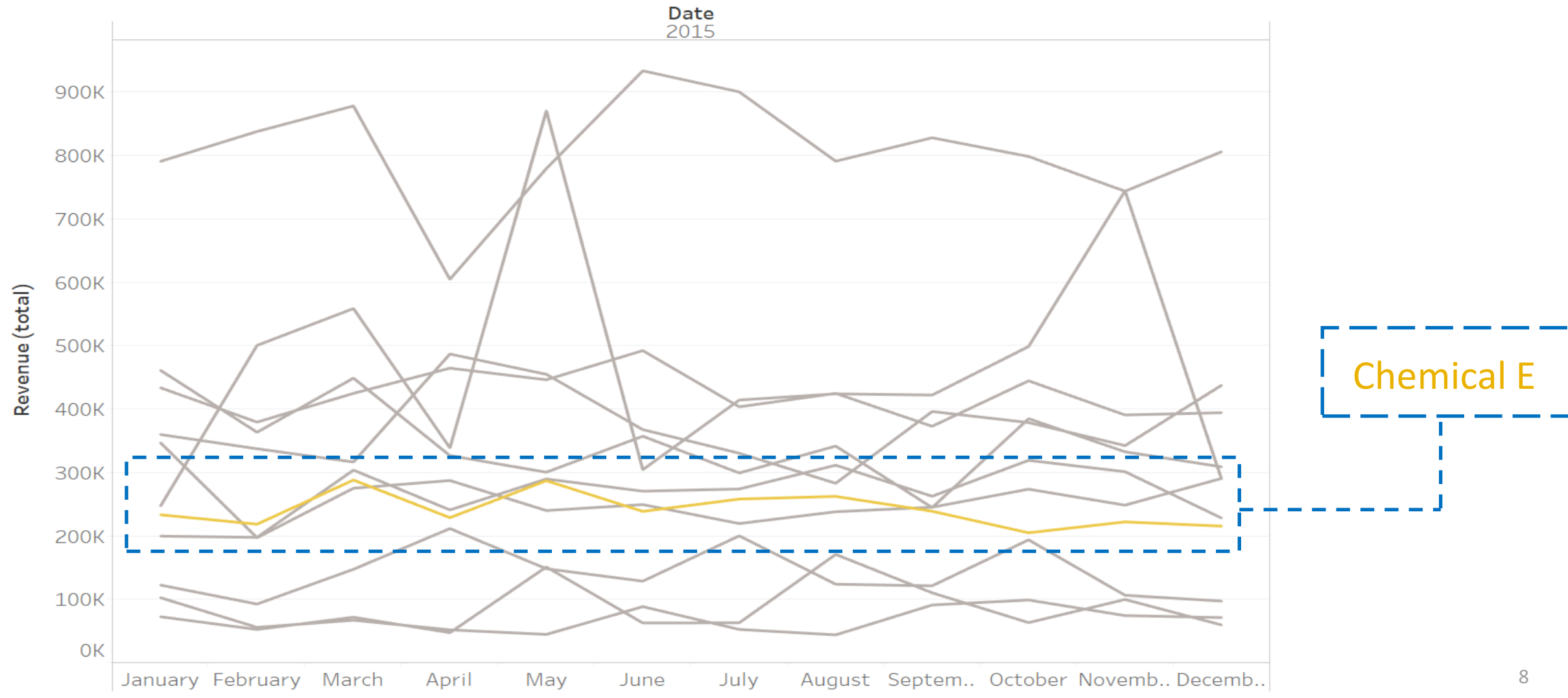
- Chemical D – \$4.5M
- Chemical B – \$3.1M
- Chemical E – \$2.9M

### Profit Margin

- Chemical D – 52%
- Chemical B – 49%
- Chemical E – 88%

# A Steady and Reliable Earner: Chemical E

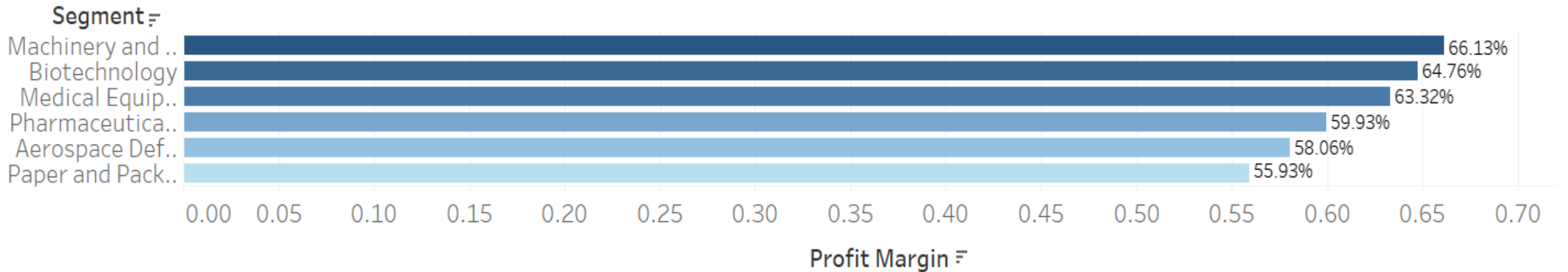
## Product Seasonality



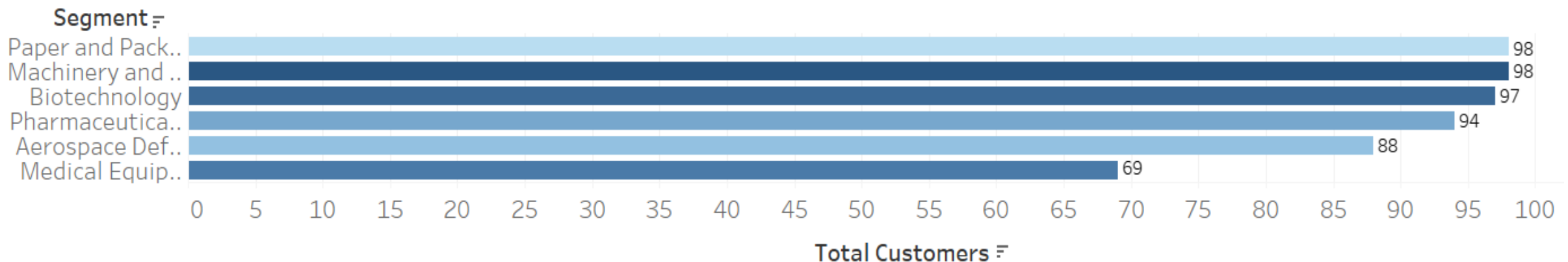


# Segment Growth Potential: Machinery & Industrial and Biotechnology

## Profit Margin by Segment



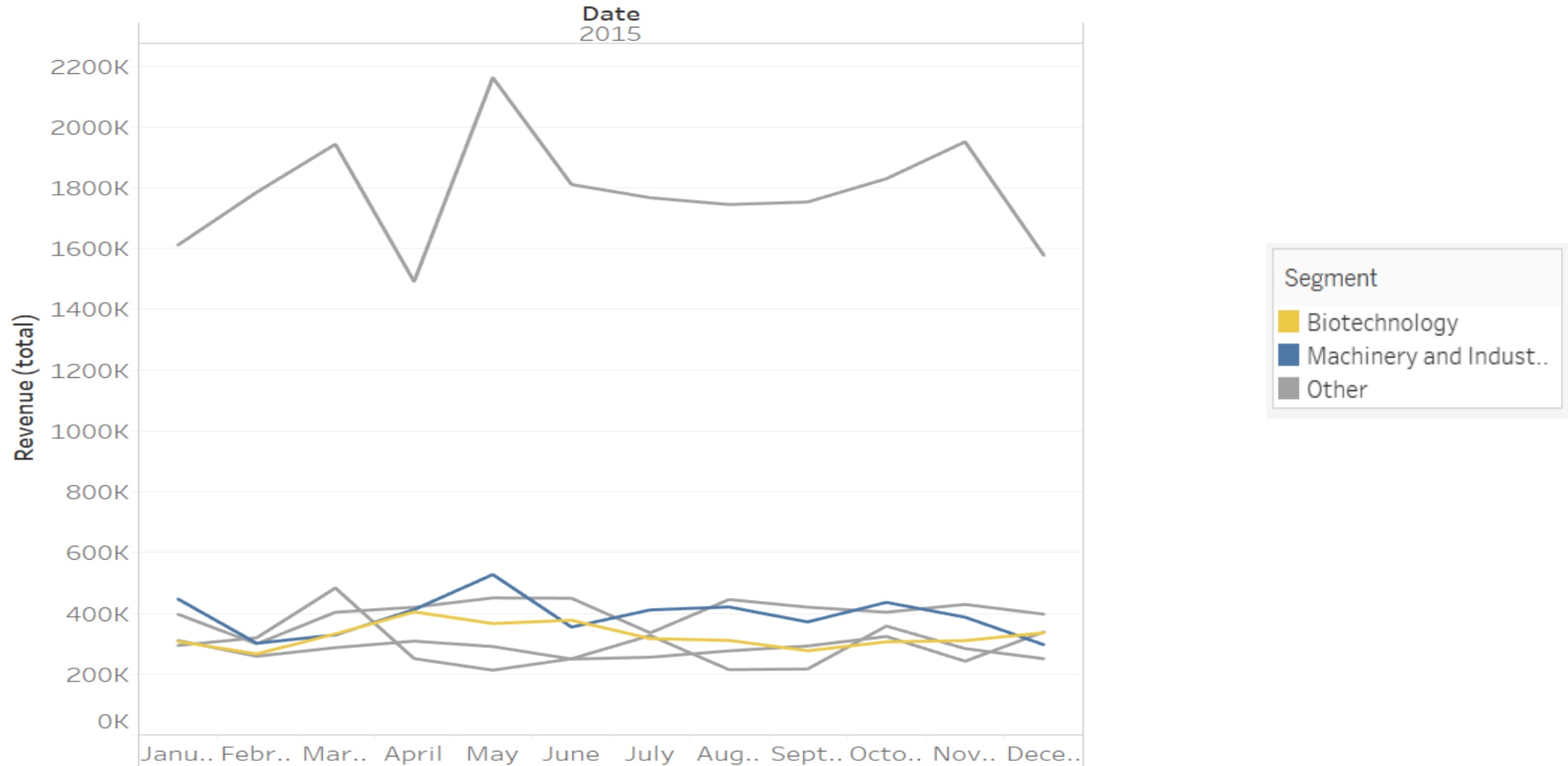
## Total Customers by Segment



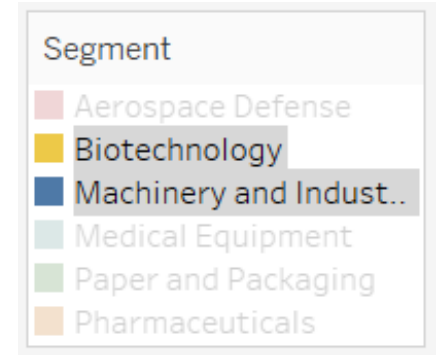
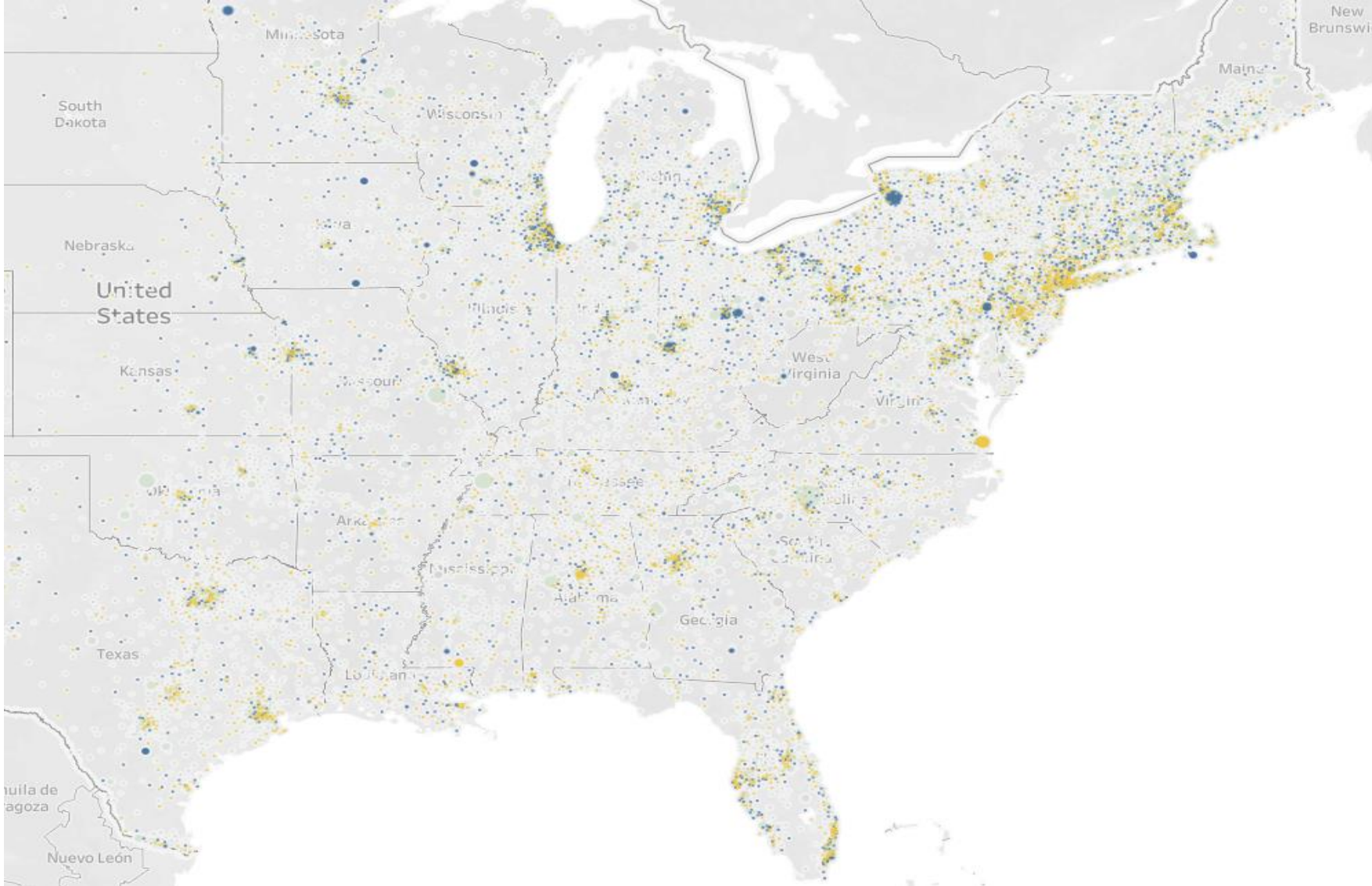
# Stable Sales All Year Round:

## Machinery & Industrial and Biotechnology

Segment Seasonality

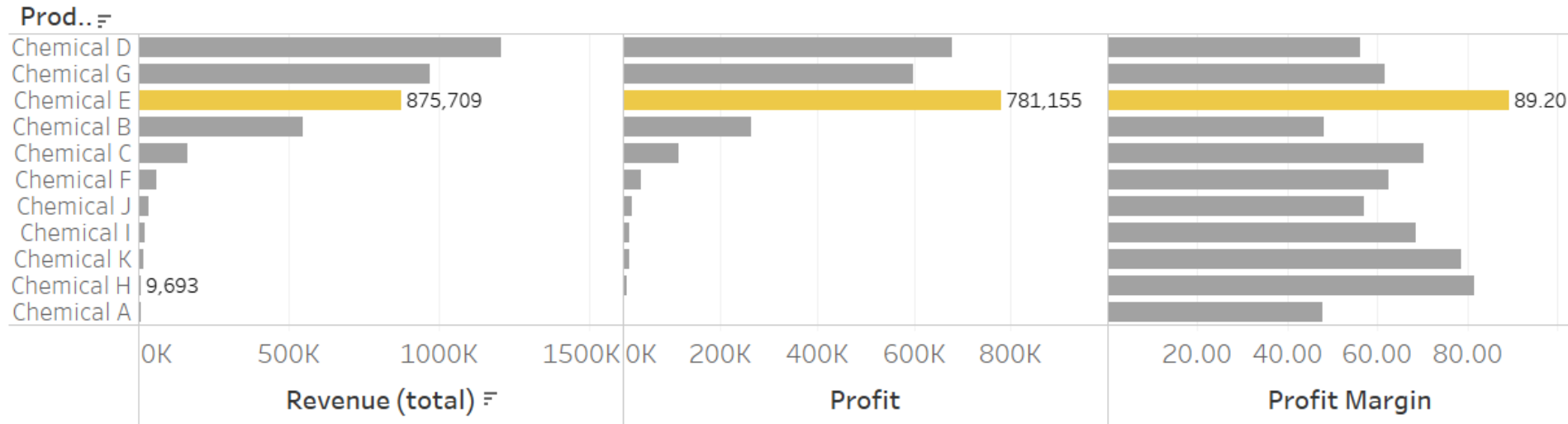


# Geographic Concentration: Northeastern U.S.



# Growth Potential in Target Segments: Chemical E

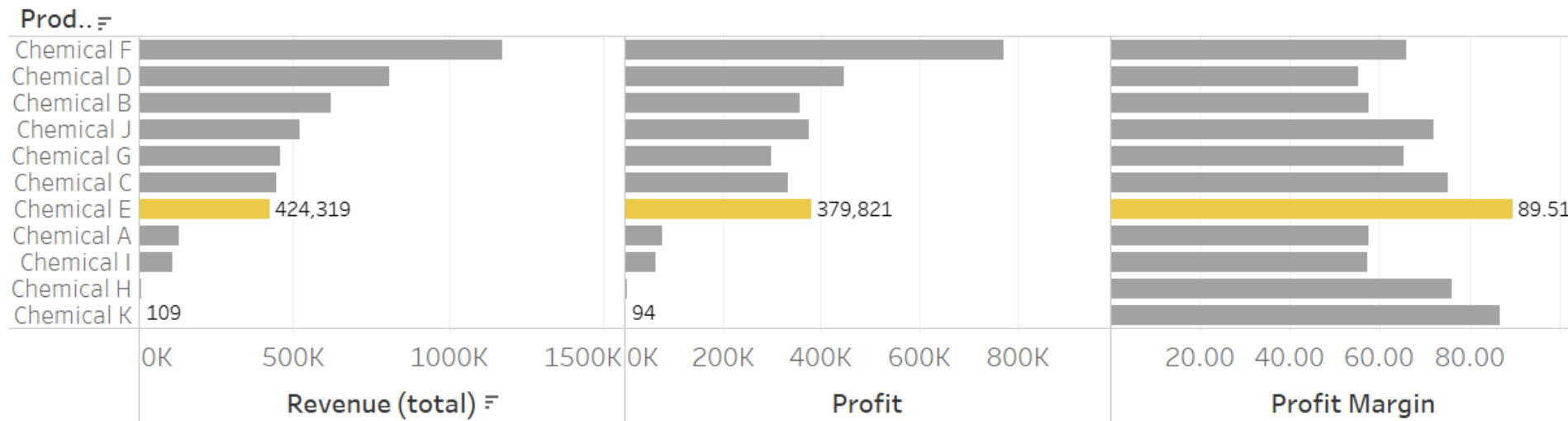
## Biotechnology Revenue and Profit



### Biotechnology

- Revenue – 3<sup>rd</sup>
- Profit – 1<sup>st</sup>
- PM% – 1<sup>st</sup>

## Machinery and Industrial Goods Revenue and Profit



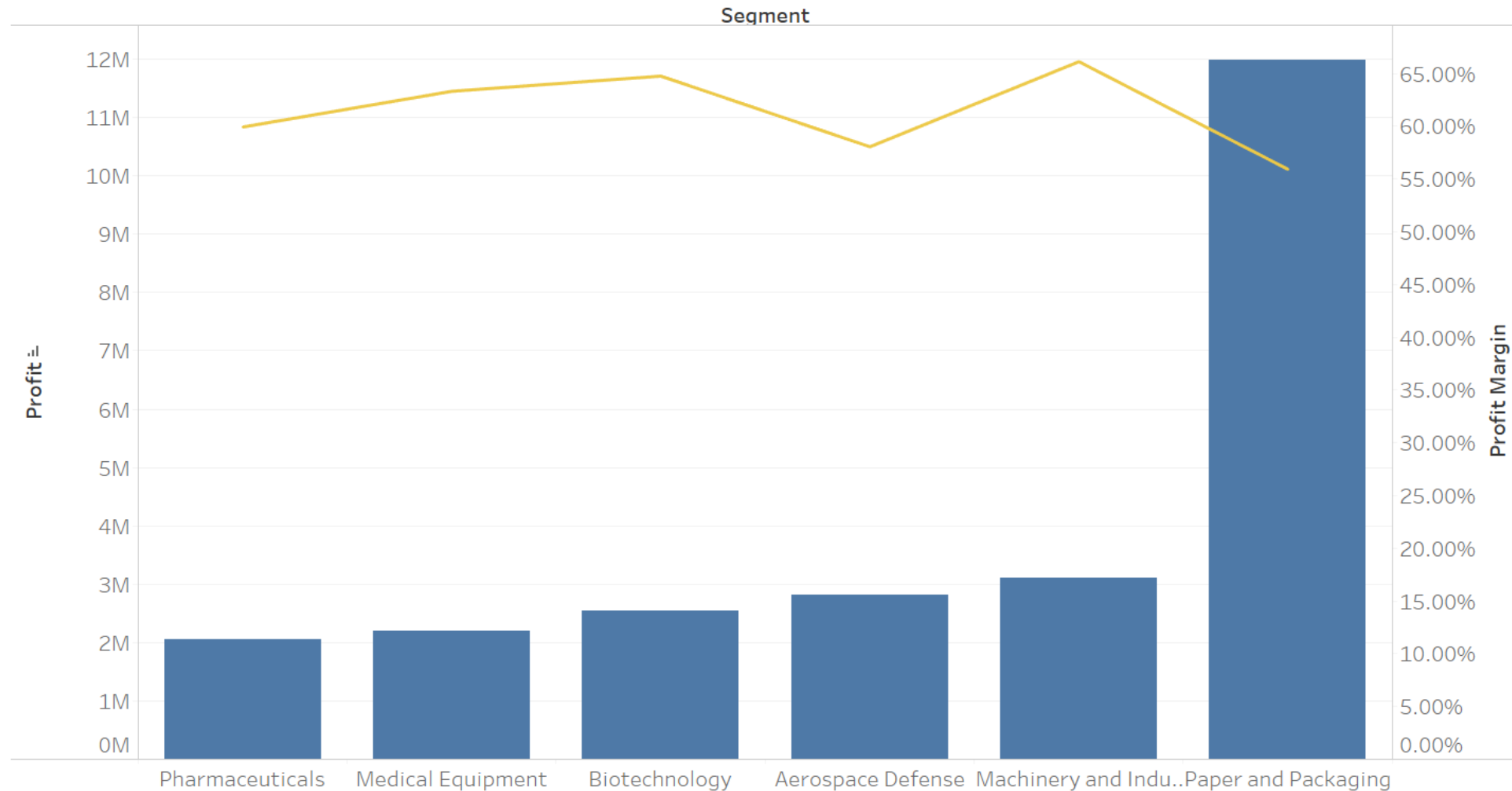
### Machinery and Industrial

- Revenue – 7<sup>th</sup>
- Profit – 3<sup>rd</sup>
- PM% – 1<sup>st</sup>

# Based on Profit and Profit Margin All Segments Remain Essential



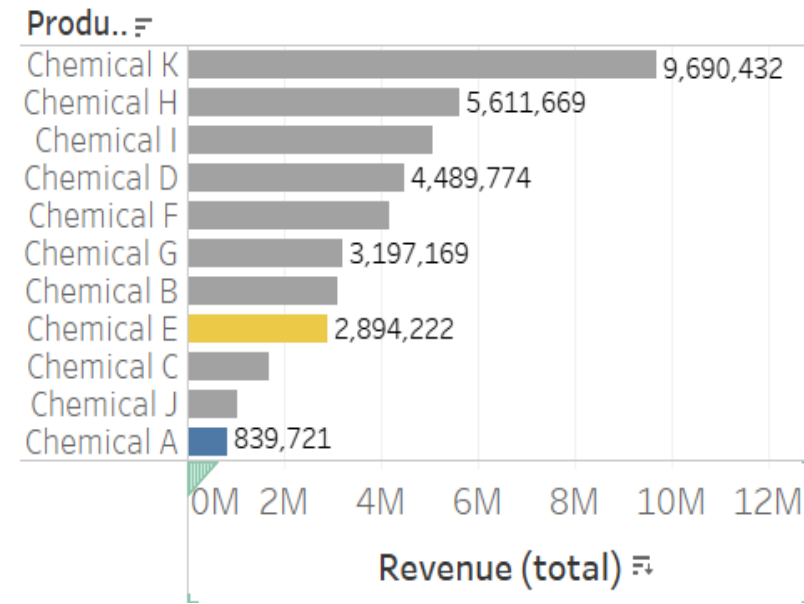
Segment Profit and Profit Margin



# Candidate for Divestment: Chemical A

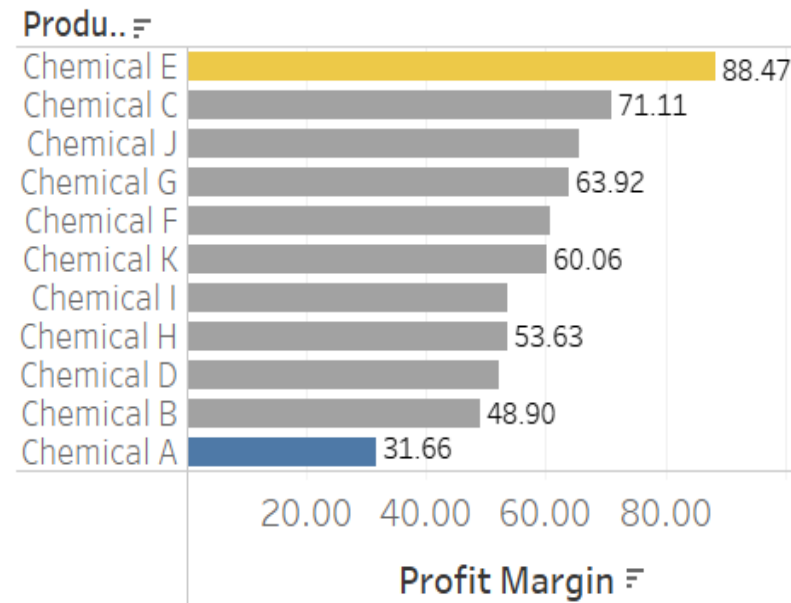


## Revenue per Chemical



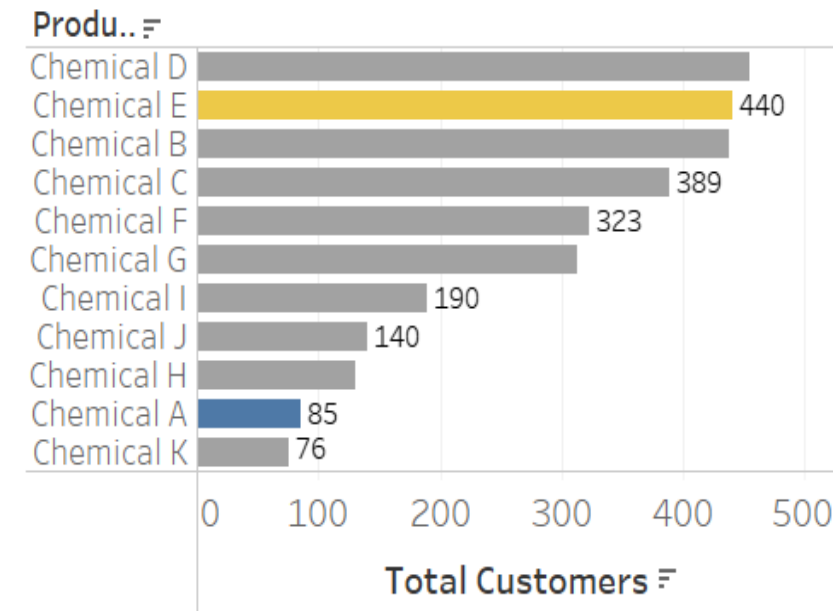
- Revenue – 11<sup>th</sup>

## Profit Margin per Chemical



- Profit Margin – 11<sup>th</sup>

## Customers per Chemical



- Customers – 10<sup>th</sup>

# KEY TAKEAWAYS

## Market Opportunities:

### Chemical E

- Increase sales amongst our existing clients
- Seek out new customers amongst all segments
- A 3x increase in revenue will simultaneously recover 10% in lost revenue and dramatically increase profit

### Machinery & Industrial and Biotechnology Segments:

- Expand client base outside the Northeast and towards the South and West
- A 50% increase in both segments will be enough to recover the 10% of lost total revenue

## Product Divestment:

### Chemical A

- Divest to free up \$574,000 from costs for re-investment





# Thank You.



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