

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Long Range Planning	Luxury cosmetics brand	Developed standardized templates to capture key information, built robust consolidation tools and coordinated the overall planning exercise for three perfume brands of the client.	

ANNUAL LONG-RANGE PLANNING EXERCISE

ABOUT THE CLIENT

Client is US based **luxury cosmetics company**

SITUATION



- The **long-range strategy planning** exercise for the newly acquired brands is handled by the client's corporate venture division and involves three way dialogue among the corporate ventures' leadership, brand leadership and the worldwide affiliates. **Lack of robust and standardized tools** made the communication among stakeholders difficult and the consolidation process inefficient.
- Merilytics partnered with the company to **coordinate the planning exercise for three perfume brands** and provided on-ground real-time support and guidance to the brand finance teams in Paris

VALUE ADDITION



- Developed **standardized templates** to be distributed to the worldwide affiliates for **efficient capturing of key information** required by the brand leadership as per corporate guidelines
- Developed **robust consolidation tools** for accurate early view of figures and enabled quick back-and-forth communication among the stakeholders to arrive on consensus
- Coordinated with the ventures' finance team and the brand team to ensure the final strategy deck is **compliant with the corporate guidelines**
- Provided analytical insights to the finance team on aggregated financial figures to identify any **additional opportunities** of leverage in profit and margins

IMPACT



- The standardized templates and robust tools enabled **smooth dialogue among the key stakeholders** to arrive on consensus
- The critical support enabled the company to complete the planning exercise with **short timelines**
- The process guidance to the brands helped the company to complete the process efficiently with **low deviations from the guidelines**

LONG RANGE PLANNING

Snapshots of standardized templates

Snapshots of standardized templates

Using regional submissions, the **consolidated P&L** is created for early view along with elimination of intercompany mark-up and comparison with plan

	NA					UK													
\$ '000	FY17 Estimate		FY18 Projection		FY19 Projection		FY20 Projection		CAGR		FY17 Estimate		FY18 Projection		FY19 Projection		FY20 Projection		CAGR
	\$	% NS	\$	% NS	\$	% NS	\$	% NS	FY17 - FY20		\$	% NS	\$	% NS	\$	% NS	\$	% NS	FY17 - FY20
Retail Sales																			
Net Sales																			
YoY Growth % - fav. / (unfav.)																			
Cost of Goods - Store																			
Cost of Gifts																			
Cost of Goods - Other																			
Cost of Goods Sold																			
YoY Growth % - fav. / (unfav.)																			
Gross Profit																			
YoY Growth % - fav. / (unfav.)																			
Direct Expenses:																			
Selling																			
Marketing																			
Advertising																			
Promotion*																			
Product Development																			
Store Operations*																			
Third Party Royalty																			
Contingency																			
Total Direct Expenses																			
YoY Growth % - fav. / (unfav.)																			
Shipping																			
General Admin																			
Regional Shared S																			
Allocated Expense																			
Total Operating E																			
YoY Growth % - fav. / (unfav.)																			
Op. NOP (before																			
YoY Growth % - fav. / (unfav.)																			
Transition Costs in																			
Integration Costs																			
Op NOP																			
YoY Growth % - fav. / (unfav.)																			
Royalty Amort																			
Customer List Amort																			
Persona Amort																			
NOP																			
FM Amort.																			
Other Exp																			
Tax																			
BOI																			

								ANNUAL BASE SALARY					Bonus	BONUS				TOTAL SALARIES IN \$			
								(Local Currency '000)				Salary	%	Bonus FY17				Total SALARIES FY17			
Employee Existing/ Full Name	New	Country	Region	Depart.	Level	Title	Currency	FY17	FY18	FY19	FY20	Growth	Rate	FY17	FY18	FY19	FY20	FY17	FY18	FY19	FY20
National Existing		Country	Region 1	Sales		National	USD	50	51	52	53	2.0%	10%	0.3	0.5	0.5	0.5	4	7	7	7
Sales & E Existing		Country	Region 1	Sales		Sales & E	USD	50	51	52	53	2.0%	10%	0.3	0.5	0.5	0.5	4	7	7	7
Regional new		Country	Region 1	Sales		Regional	USD	50	51	52	53	2.0%	10%	0.3	0.5	0.5	0.5	4	7	7	7
Educator Existing		Country	Region 1	Education		Educator	USD	50	51	52	53	2.0%	10%	0.3	0.5	0.5	0.5	4	7	7	7
General Existing		Country	Region 1	Marketing/PR/Onlir		General	USD	50	51	52	53	2.0%	10%	0.3	0.5	0.5	0.5	4	7	7	7
Marketing new		Country	Region 1	Marketing/PR/Onlir		Marketing	USD	50	51	52	53	2.0%	10%	0.3	0.5	0.5	0.5	4	7	7	7

The **standardized templates** for door level forecasts and payroll information is distributed to the worldwide affiliates