

Executive Business Report

Net Revenue Management Strategy – Healthmax Shampoo Category

Executive Summary

This analysis evaluated the commercial performance of Healthmax within the shampoo category and developed a structured Net Revenue Management (NRM) strategy to accelerate profitable growth.

The diagnostic phase revealed imbalances across product profitability, trade investments, and promotional efficiency. By applying structured NRM pillars, multiple growth levers were identified and quantified.

The resulting strategy integrates pricing optimisation, portfolio mix improvement, trade reallocation, and targeted promotional investments to drive sustainable revenue expansion.

Market Performance Overview

Key findings from YTD and MAT analysis:

- Uneven growth across subcategories
- Market share volatility across SKUs
- Margin erosion in select high-volume products
- Untapped growth in emerging subcategories

While topline revenue was stable, margin optimisation opportunities were identified through SKU-level profitability analysis.

Net Revenue Optimisation Strategy

1. Portfolio Pricing

- Re-evaluated price positioning relative to competitive benchmarks
- Identified underpriced premium SKUs
- Quantified revenue uplift from price correction

2. Mix Management

- Modelled profitability contribution by SKU
- Identified high-volume, low-margin distortions
- Simulated new product introduction impact

3. Trade Terms Optimisation

- Reallocated investments toward high-return customers
- Reduced inefficient trade spend
- Improved net sales contribution

4. Price Pack Architecture

- Optimised small pack pricing strategy
- Improved margin per unit without sacrificing competitiveness

5. Promotion Management

- Evaluated promotional ROI
- Identified high-impact promotional mechanics
- Reduced low-yield campaigns

Financial Impact Projection

Using integrated forecasting and waterfall modelling:

- Organic growth baseline established
- Incremental revenue from NRM initiatives calculated
- Margin uplift quantified
- Next-year growth scenario projected

The consolidated strategy demonstrated measurable revenue and profitability enhancement under structured execution.

Strategic Conclusion

This case demonstrates how structured Net Revenue Management can transform commercial decision-making from reactive reporting to proactive growth design.

The model integrates:

- Market intelligence
- Financial modeling
- Strategic pricing
- Trade efficiency
- Forward-looking forecasting

It reflects a CFO-level analytical framework rather than isolated KPI tracking.