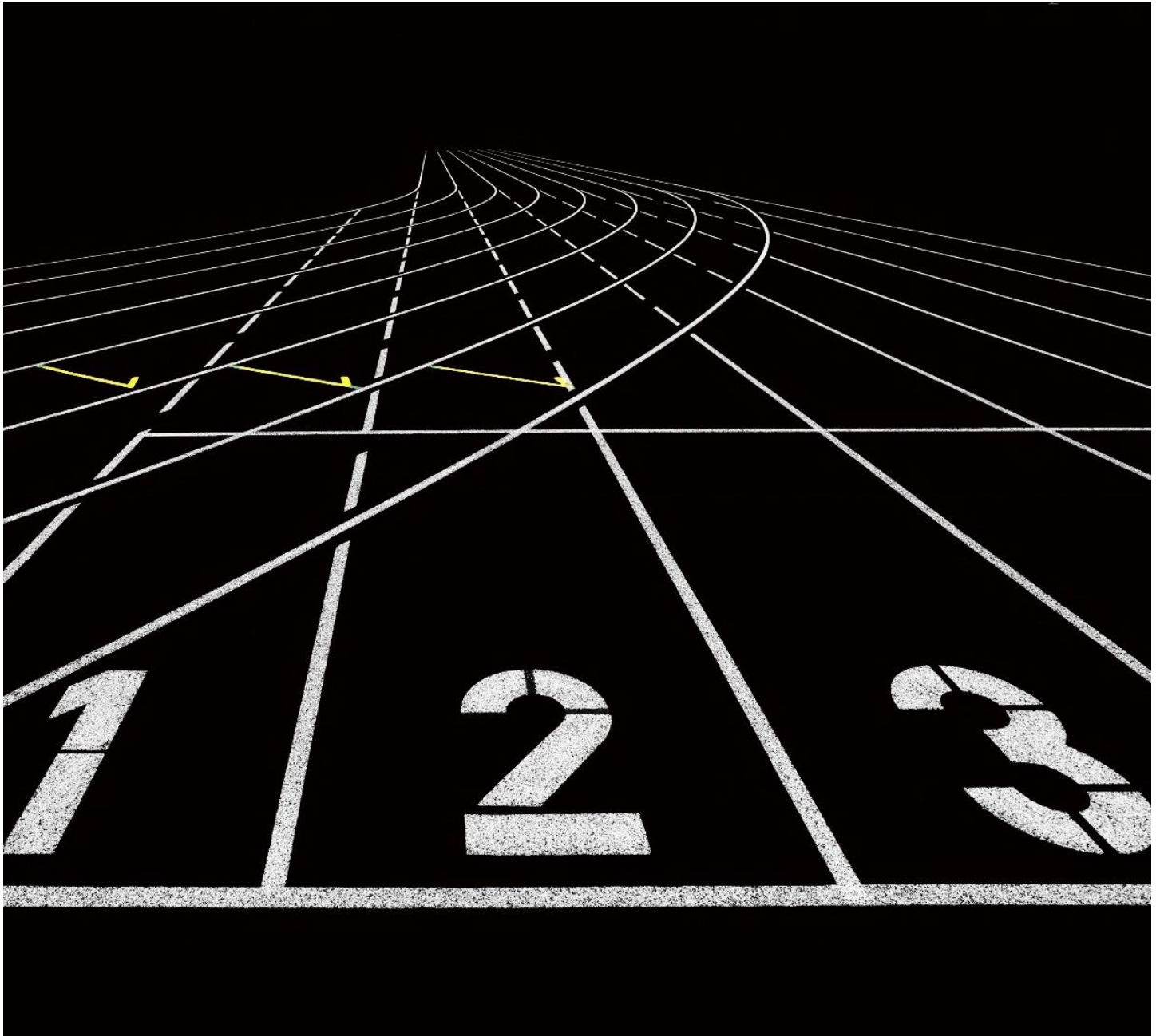


# **FMCG NET REVENUE MANAGEMENT ANALYSIS**

SHAMPOO PRODUCT LINE

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## EXECUTIVE SUMMARY

As a data analyst at HealthMax, a leading FMCG company, I conducted an in-depth analysis of our shampoo product line to identify Net Revenue Management (NRM) growth opportunities. This project leveraged data-driven insights to optimize our product portfolio, pricing strategies, and promotional activities, resulting in projected additional net sales of \$600,000 compared to natural growth.

# PROJECT OVERVIEW

## Context

- Global FMCG market: \$11.4 trillion annual turnover in 2021 ( [Allied Market Research](#) )
- Focus: HealthMax shampoo product line
- Goal: Identify NRM growth opportunities

## Methodology

1. Market analysis and KPI calculation
2. Application of 5 NRM pillars
3. Product performance evaluation
4. Growth opportunity identification
5. New product launch analysis
6. Forecasting with NRM initiatives



### Goal

Unlocking growth in the FMCG sector



### Process

Leverage NRM principles



### Outcome

Projection of ~\$600,000 increase in net sales

## Key Findings

### 1. Market Dynamics

- HealthMax active in only 2 out of 5 shampoo subcategories
- Organic shampoos identified as fastest-growing subcategory

### 2. Product Performance

- Starburst Ultra Soft 100ml: Top performer
  - 71% contribution to gross margin
  - 18% contribution to net sales

### 3. Growth Opportunities

- Organic shampoo subcategory: Estimated 20% growth for 2024
- New product launch potential in organic segment

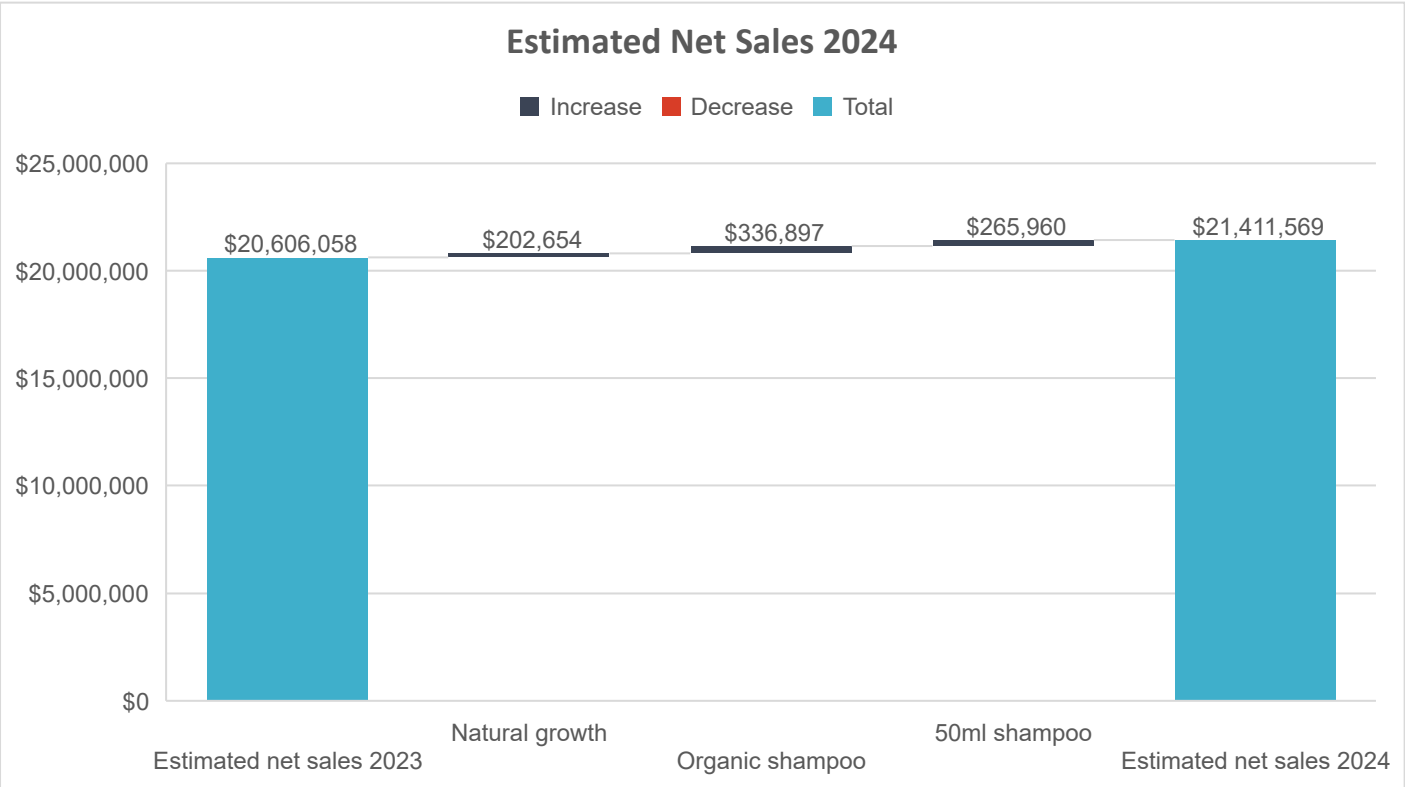
### 4. NRM Initiatives Impact

- Projected \$600,000 additional net sales from NRM initiatives
- "Buy 2 Get 20% Off" identified as most successful promotion
- New 50ml pack size opportunity for traveling customers

NRM Pillar Analysis

1. Brand Portfolio Pricing
  - Conducted price optimization for existing products
2. Mix Management
  - Analyzed potential new products for organic shampoo category
3. Trade Terms Management
  - Identified high-potential customers for resource allocation
4. Pack Price Architecture
  - Developed new pricing strategy for small shampoo bottles
  - Proposed 50ml travel-size pack
5. Promotion Management
  - Identified "Buy 2 Get 20% Off" as most effective promotion

Estimated net sales 2023	Natural growth	Organic shampoo	50ml shampoo	Estimated net sales 2024
\$ 20,606,058	\$ 202,654	\$ 336,897	\$ 265,960	\$ 21,411,569



## **Recommendations**

### **1. Product Mix:**

- Prioritize investment in Starburst Ultra Soft 100ml
- Launch new product in organic shampoo subcategory

### **2. Pricing Strategy:**

- Implement new pricing for small shampoo bottles
- Introduce competitively priced 50ml travel-size pack

### **3. Promotional Activities:**

- Roll out "Buy 2 Get 20% Off" promotion across product range
- Adapt promotion seasonally and per product as needed

### **4. Customer Investment:**

- Allocate resources to high-potential customers identified through Trade Terms Management

### **5. Forecasting:**

- Incorporate NRM growth initiatives into the 2024 forecast
- Expect significant improvement over natural growth

## **Conclusion**

This comprehensive NRM analysis has unveiled substantial opportunities for our shampoo product line. By implementing the recommended strategies across product mix, pricing, and promotions, we project not only to boost our net sales by an additional \$600,000 but also to improve our gross margin. Key initiatives such as the "Buy 2 Get 20% Off" promotion and the introduction of a 50ml travel-size pack demonstrate our commitment to meeting diverse consumer needs while optimizing our revenue management. These data-driven decisions, grounded in market realities and consumer trends, position HealthMax for sustainable growth in the competitive FMCG landscape.