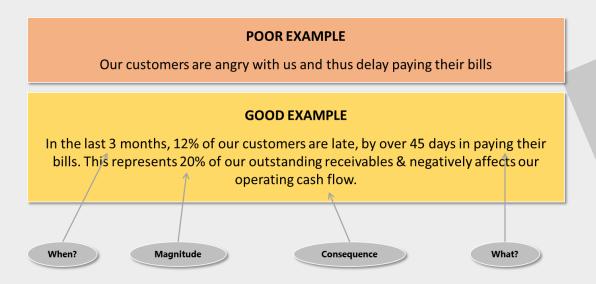
PROBLEM
STATEMENT
EXAMPLES
(GOOD VS. BAD)



## **EXAMPLE 01:**



## **EXAMPLE 02:**

When?

What?

## Our customers are not paying credit card dues on time. This needs to be improved.

## In the last 10 months in the Americas region, 32% of our credit card users are more than a month late in paying the dues. The percentage of late payments is up from 15% in the previous year to 43% of outstanding receivables this year. This is negatively affecting our recoverable cash flow by 445K USD/year

**POOR EXAMPLE** 

Where?

Magnitude

Consequence