

WCG| Group 5

TABLE OF CONTENTS

1. INTRODUCTION
2. APPROACH & RECOMMENDATION
3. METHODOLOGY
4. MODEL COMPARISONS
5. IMPLEMENTATION
6. LIMITATIONS



Introduction



Warwick Container Group (WCG) specialises in offering a wide range of flexible leasing options to meet both short and long-term needs.



Revenue Management (RM) models are highly beneficial in offering solutions to help improve revenue using price optimisation and inventory management.

Current Approach

Leasing at the local branches with traditional paper based booking with limited digital booking



Problems

- Accepting Container-Booking Request based on experience and intuition
- Unutilized inventory
- No forecasting for demand and price

Our Recommendation

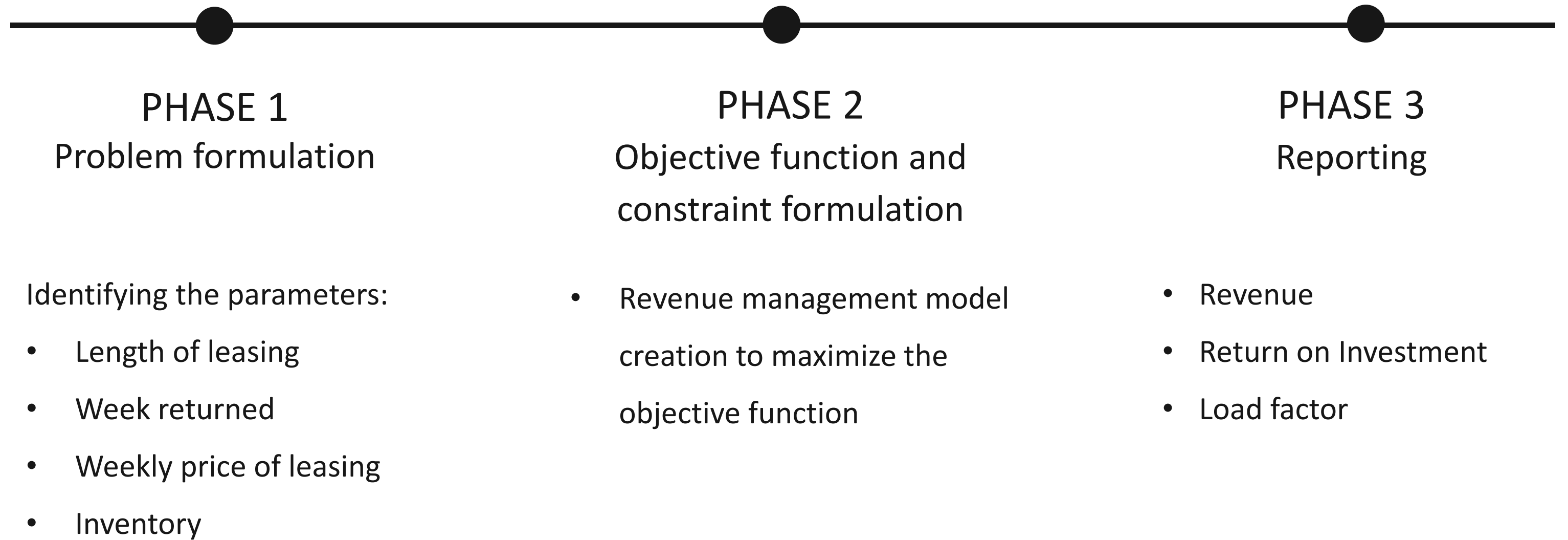
Implementing the revenue management (RM) model into WCG's daily operations



Benefits

- Data-driven decision making
- Improved container utilisation
- Using historical booking data and trends to forecast demand

Methodology



Model Comparison

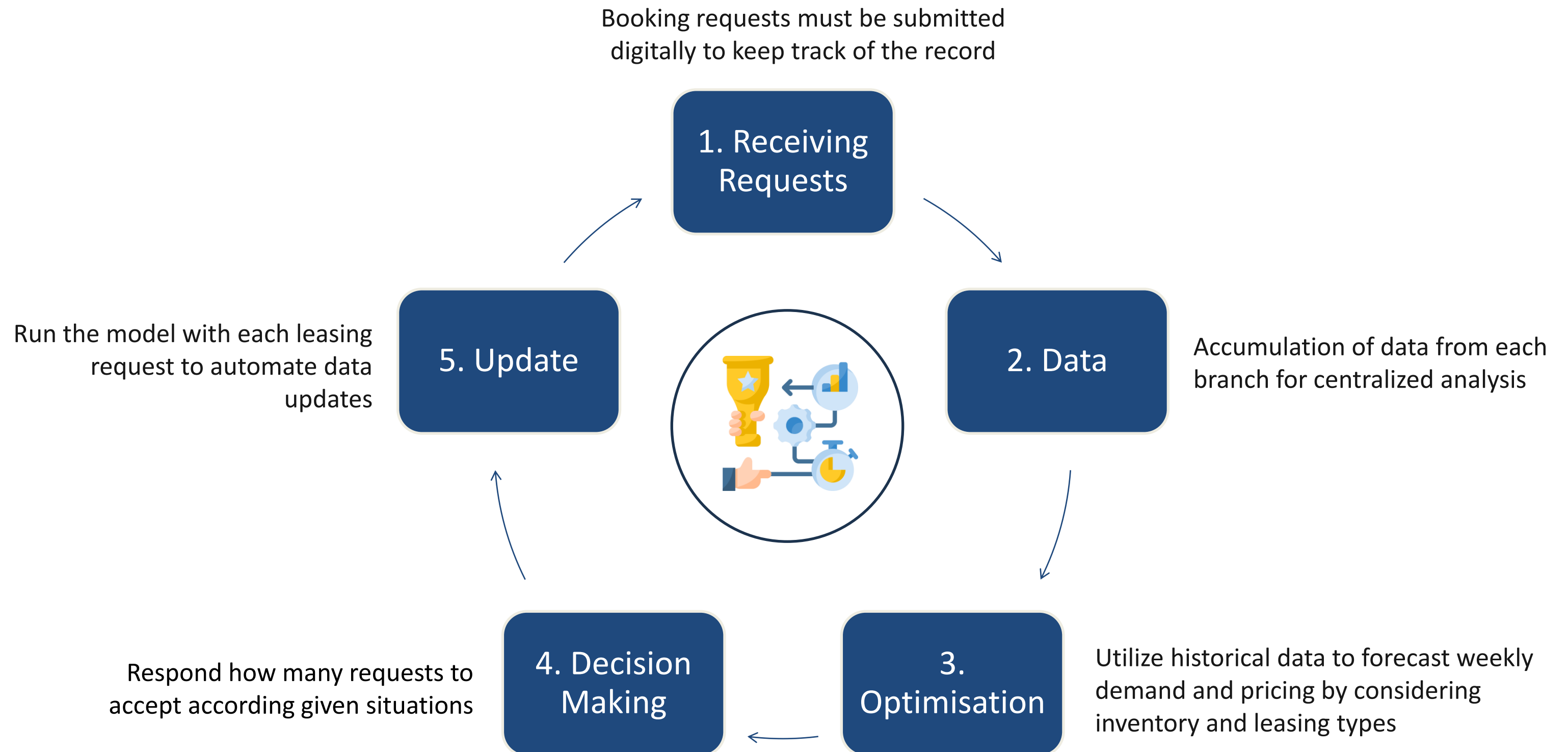






	WCG MODEL	GP5 MODEL	INCREASE
REVENUE	679,000	749,588	10.39%
ROI	15%	16.7%	1.7%
LOAD FACTOR	5.72	6.16	0.44%



- Rise in Total Number of Containers Leased
- Improved Customer Responsiveness
- Higher Container Usage
- Substantial Increase in 8-Week and 16-Week Leasing Revenue

Implementation of RM model



	Limitations	Potential Solution
	Limited Data Provided data will not be sufficient enough for accurate interpretation	Expand data sources across different years and branches
	Leasing Model Only round-trip leasing considered	Adopt linear network management with flexible return locations
	Pricing and Demand Model uses outdated static data	Integrate dynamic market trends and update forecasts regularly
	Customer Differentiation Fails to prioritize by customer size	Incorporate size based differentiation for improved satisfaction and profitability





Q&A