

TOP 3 Scrap Reason

Top 3 Scrap Reason	
Product Name	Count of Scrap Reason Level
[-] Drill Issues	84
Drill pattern incorrect	25
Drill size too large	30
Drill size too small	29
[-] Trim Issue	62
Trim length too long	31
Trim length too short	31
[-] Thermoform temperature Issue	62
Thermoform temperature too high	29
Thermoform temperature too low	33
Top 3 Scrap Reason	208
Total Scap Reason Count	421
Top 3 Scrap Reason %	49%

➤ Insights:

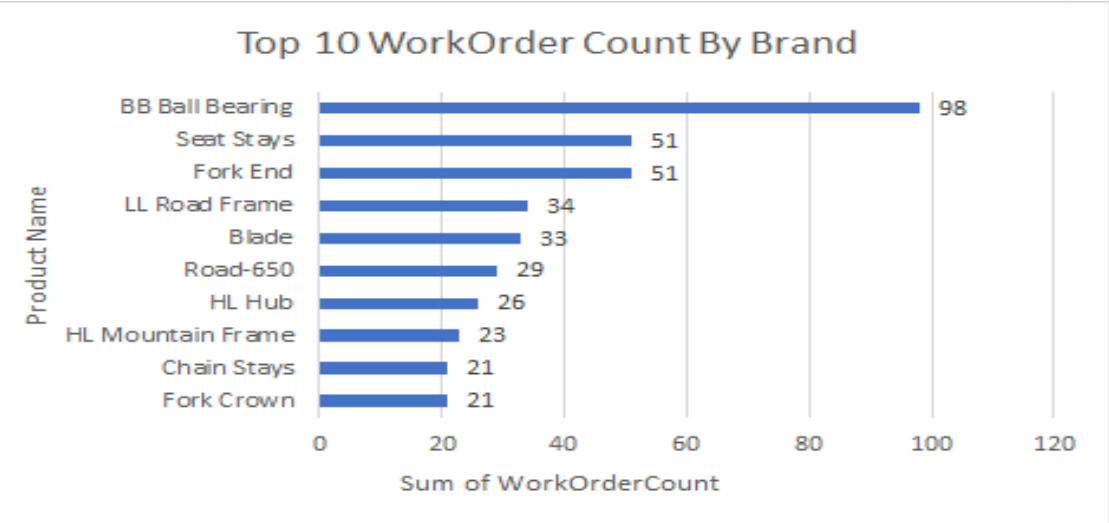
- **Scrap Overview:** Drill Issues(84,20%), Trim Issues(62,15%) and Thermoform temperature Issue (62,15%)
- **Drill Issues:** Drill Size(59,70%), Drill Pattern(25,30%)
- **Trim Issues:** Trim Length(62,100%)
- **Thermoform temperature:** Thermoform temperature (62,100%)

➤ Recommendation:

- **Drill Item:** focus more on **fill pattern design and size**
- **Trim Item:** conduct more **market research** on **Trim Length**
- **Thermoform Item:** cooperate with production department and third-party company to **develop new materials** that could **defend extreme high temperature**

WorkOrder Count By Brand

Top 10 WorkOrder Count By Brand	
Product Name	Sum of WorkOrderCount
BB Ball Bearing	98
Seat Stays	51
Fork End	51
LL Road Frame	34
Blade	33
Road-650	29
HL Hub	26
HL Mountain Frame	23
Chain Stays	21
Fork Crown	21
Top 10 WorkOrder Count Brand	387
Total WorkOrder Count Brand	729
Top 10 WorkOrder Count Brand %	53%



➤ Insights:

- **WorkOrder Count Overview:** BB Ball Bearing (**98,13%**), Seat Stays (**51,7%**) and Fork End (**51,7%**)
- **BB Ball Bearing:** drill issues(**15**) and stress test fails(**13**) and Handling damage(**12**)
- **Seat Stays :** Gouge in metal (**10**) and Primer process failed (**7**)
- **Fork End :** Trim issues(**8**) and Paint process failed (**7**), Stress test failed(**7**) and Thermoform temperature Issue(**7**)

➤ Recommendation:

- **BB Ball Bearing:** perform more safety tests on drill, stress tests and damage tests before products deliveries
- **Seat Stays :** focus more on Gouge in metal and Primer process control
- **Fork End :**perform more tests on trim, control the paint quality, stress tests and develop new materials that can defend high temperature

FY2012-2014 Offline and Online orders Overview

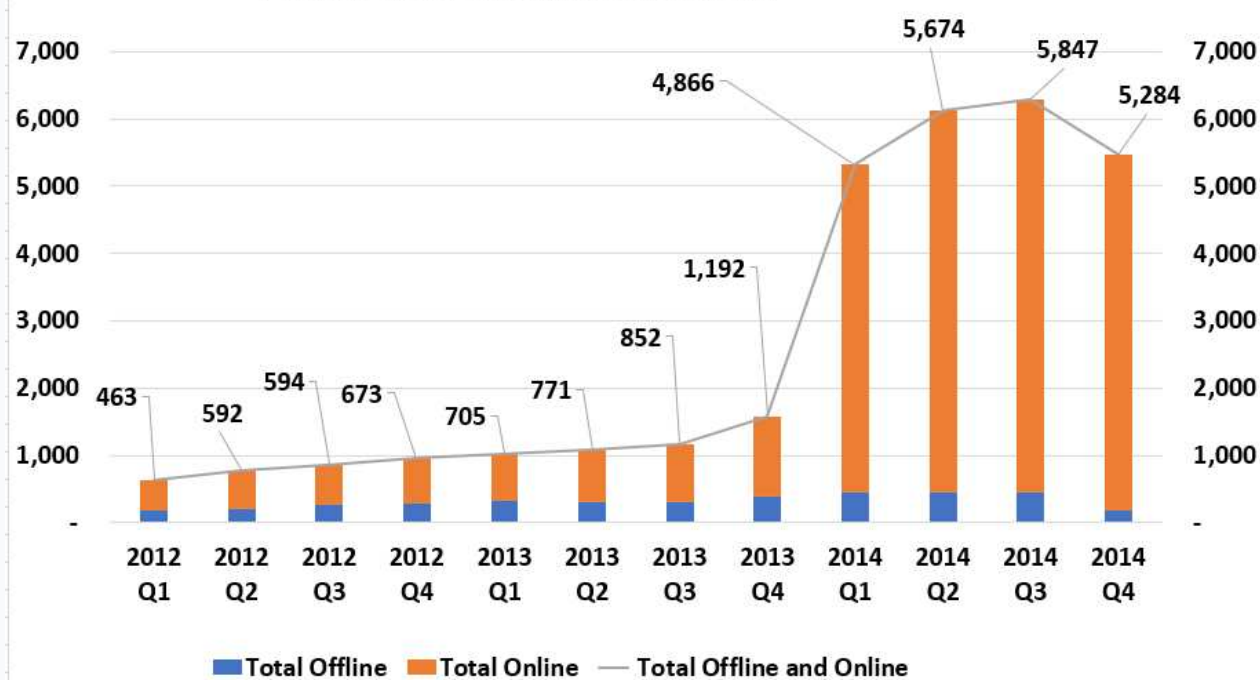
➤ Insights:

- **Total Orders Overview:** Offline Orders(**27,513,88%**) and Online Orders (**3,768,12%**)
- **YOY Trend :**Overall Total orders remain stable before FY2014.FY2014 **increased by +479% 18,357** than FY2013, mainly due to increase in **sole accessories 8,229** pattern from **online orders**
- **Online Orders:** FY2014 **increased by +616% 18,151** than FY2013, mainly due to increase in **sole accessories 8,229** pattern from online orders

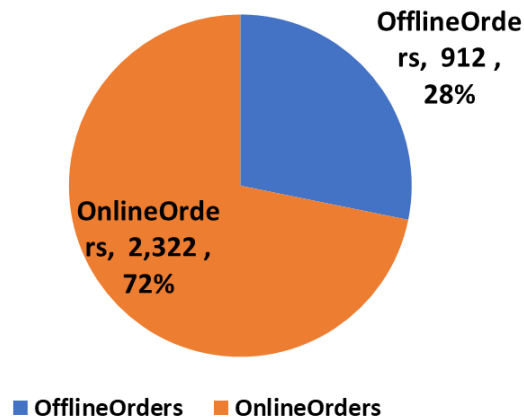
➤ Recommendation:

- **Online Orders 1:** add more **e-commerce channels online** and launch more **online marketing activities** to promote **sole accessories , bikes and accessories combinations**.
- **Online Orders 2:** perform some **market research** to promote falling Accessories + Bikes orders in 2014 Q4.

FY2012-FY2014 Offline and Online Trend

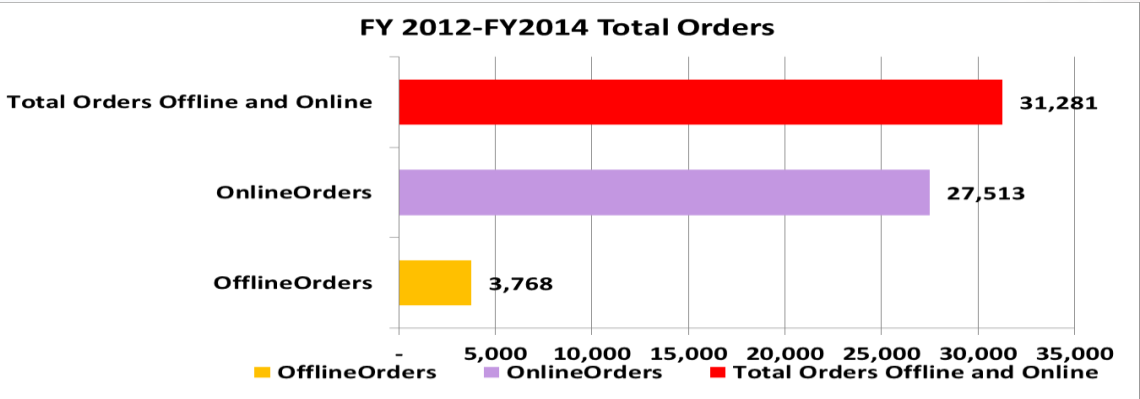


FY 2012-FY2014 Total Orders



FY 2012-2014 Product Mix Overview

FY2012- FY2014 Product Mix Analysis			
Category	OfflineOrder	OnlineOrders	Total Orders Offline and Onli
Bikes+Clothing+Compoments	611	-	611
Accessories+Bikes	22	5,282	5,304
Bikes+Clothing	408	1,316	1,724
Accessories+Compoments	13	-	13
Compoments	363	-	363
Accessories+Clothing	27	2,687	2,714
Accessories+Bikes	57	-	57
Bikes+Compoments	430	-	430
Bikes	473	6,496	6,969
Accessories+Bikes+Clothing+Comp	1,049	-	1,049
Clothing+Compoments	71	-	71
Accessories+Clothing+Compoment	39	-	39
Accessories	18	8,274	8,292
Accessories+Bikes+Clothing	76	1,965	2,041
Clothing	111	1,493	1,604
Grant Total	3,768	27,513	31,281



➤ Insights:

Total Orders by Category Overview(66%): sole accessories(8,292) , sole Bikes(6,969) and Accessories + Bikes (5,304)

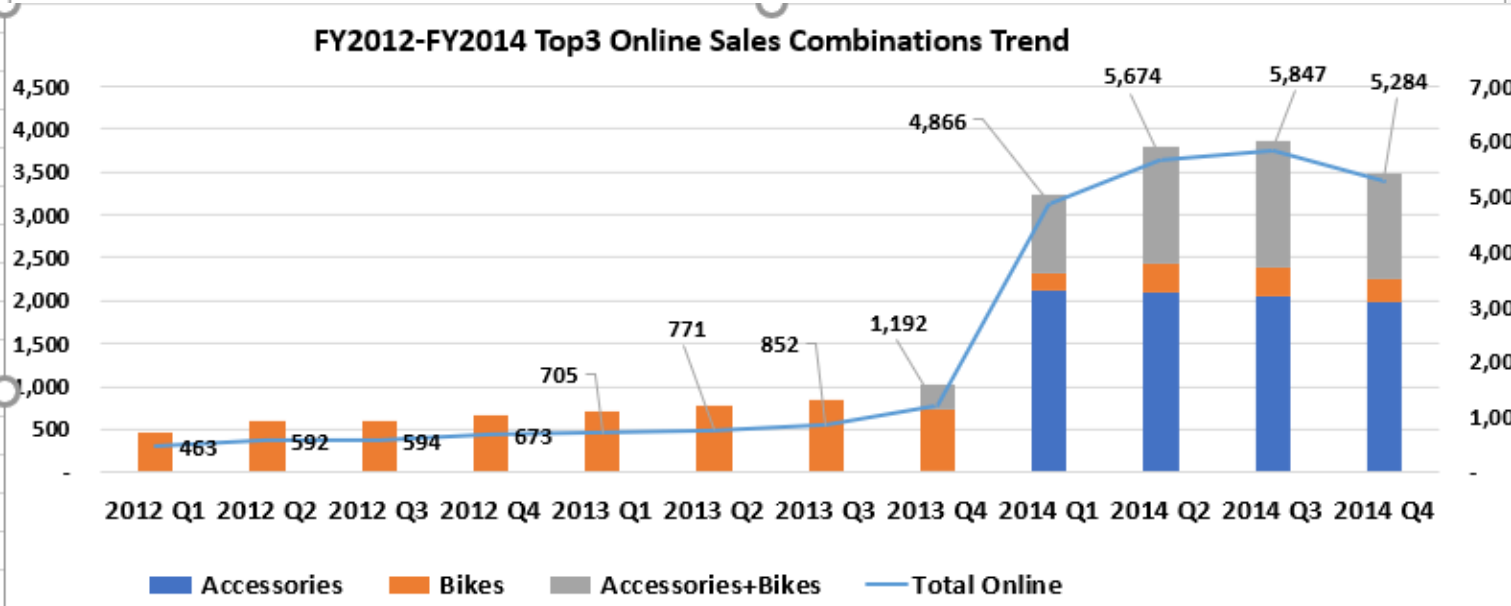
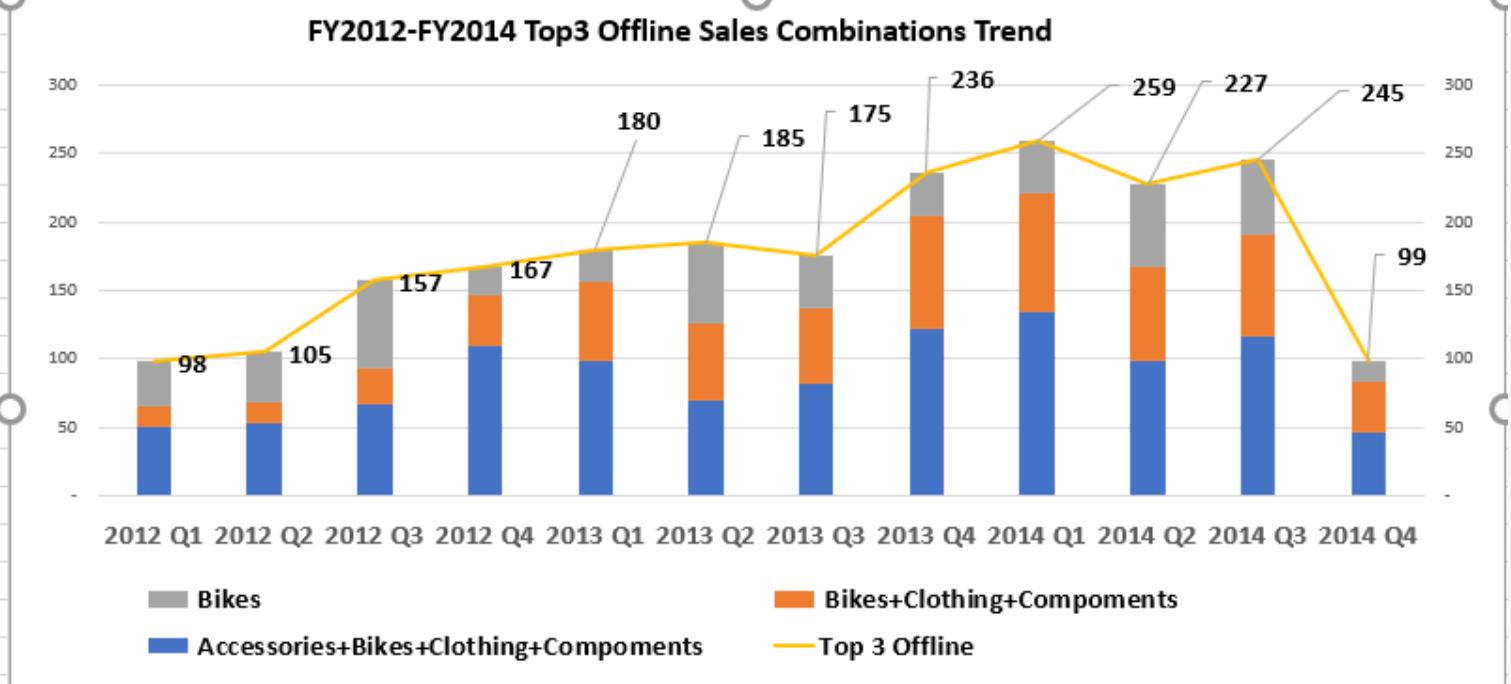
Top 3 Offline Order(57%) : Accessories +Bikes + Clothing + Compoments (1,049), Bikes + Clothing+ Compoments (611) and sole Bikes(473)

Top 3 Online Order(73%) :sole accessories(8,274) , sole Bikes(6,496) and Accessories + Bikes (5,282)

➤ Recommendation:

- Offline Order :**increase Accessories +Bikes + Clothing + Compoments on site but decrease Accessories + Compoments and sole Accessories onsite.
- Online Order :** add more **e-commerce channels online** and launch more **online marketing activities** to promote **sole accessories , bikes and accessories combinations**.

FY 2012-2014 TOP 3 Offline and Online Trends



➤ Insights:

- **Sole Accessories:** 0 in 2014 Q4
- **Online Qtr Trend :**2014 Q4 **decreased by -10% - 563** than 2014 Q3, mainly due to **decrease** in Accessories + Bikes Online(**262**).

➤ Recommendation:

- **Online Qtr Trend :**launch some **marketing activities** to push **Accessories + Bikes** orders back