

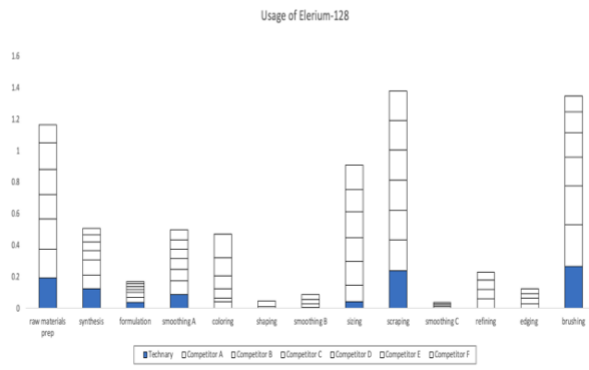
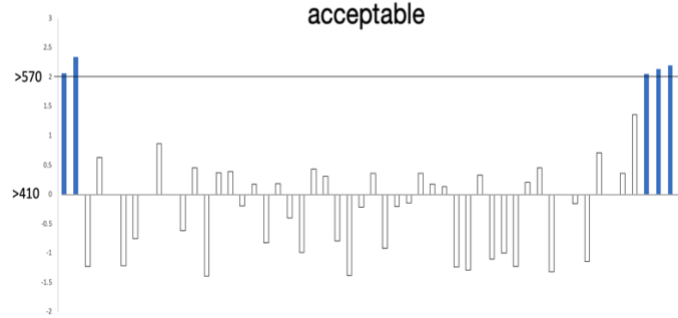
Technary must overcome several critical challenges, to establish itself as the market leader

Technary is experiencing production issues that are impacting the precision and accuracy of their output. These problems with their machinery are creating inefficiencies that are negatively affecting their competitive position in the market



Technary must improve in the various phases!
Excessive use of the Elerium-128

During the final weeks of December and the first weeks of January, the production at Technary appears to be unstable. Although the overall waste level is deemed acceptable



If we won't Develop a consistent production protocol, we will Miss out on competitive opportunities

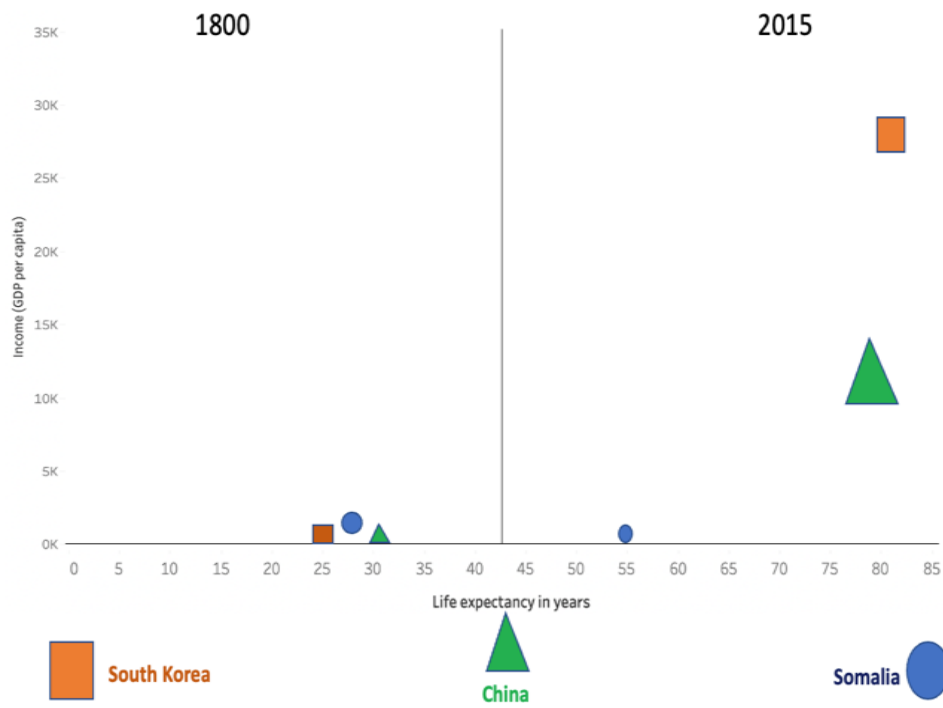
To enhance Technary, we need to cease the unnecessary utilization of Elerium-128.

We need to implement comprehensive production process monitoring and control measures. This will enable us to identify the specific stages in which Elerium-128 is being wasted and the underlying reasons for the waste

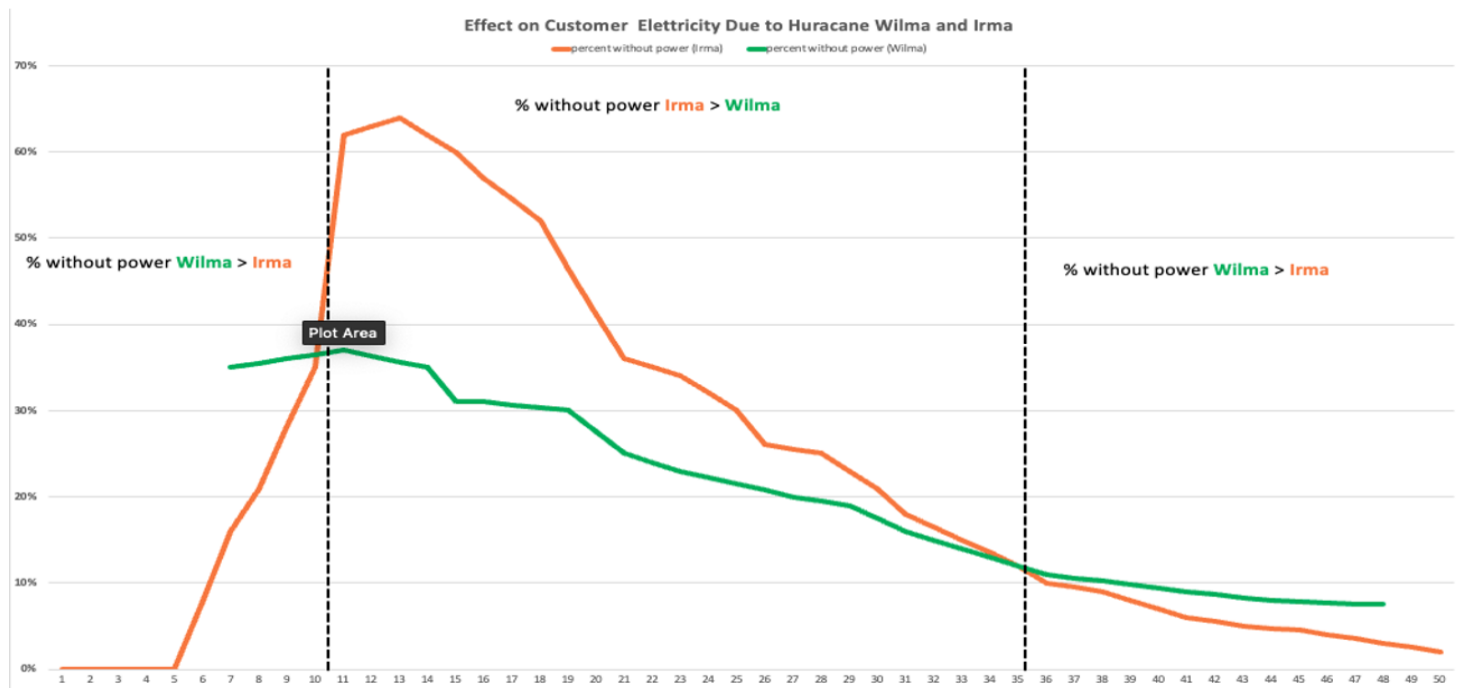
Educate and train employees on the importance of reducing Elerium-128 waste and provide them with the knowledge and tools necessary to use the material more efficiently

Investigate alternative materials that can be used in place of Elerium-128. This could involve researching new technologies or experimenting with different materials to find more sustainable alternatives

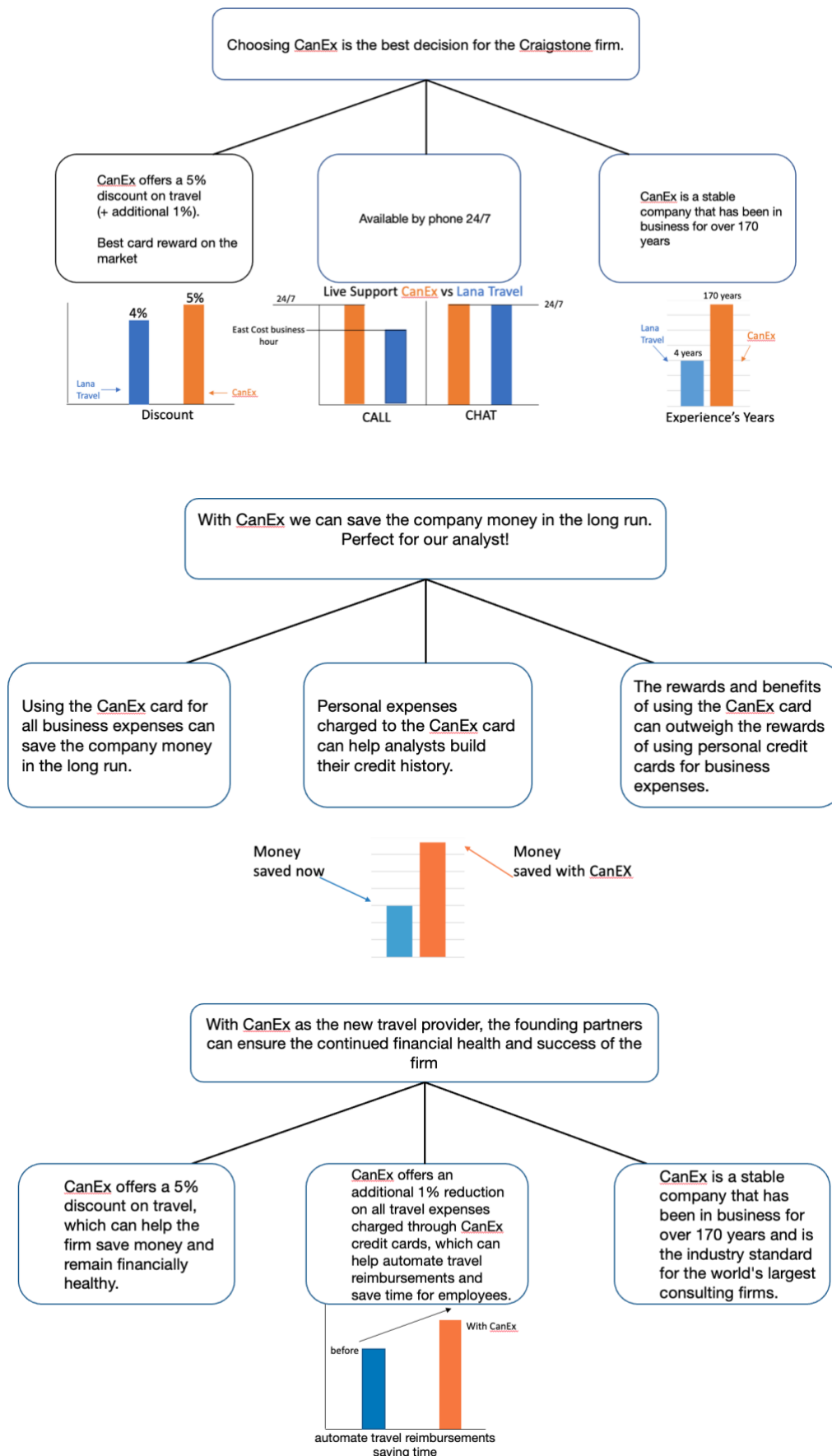
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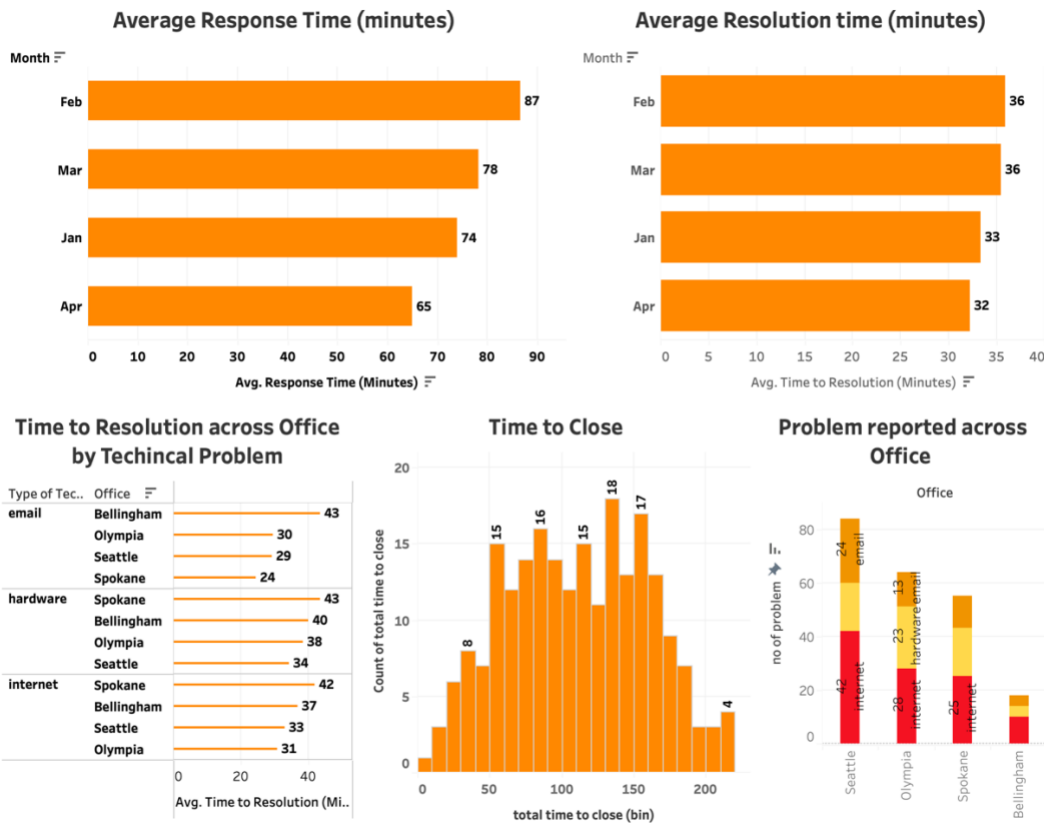
3.



5.



6.



7.

| | |
|--------------------|--|
| T opic | Let's look out our collected data. |
| O rient | The graph displays the annual growth projections for revenue passenger kilometers (RPK) from 2015-2035. The x-axis represents the top regional flows by country where the projected growth is expected to occur. Meanwhile, the y-axis represents the size of the growth projection. Notably, the graph includes two important data points: the projected world traffic growth of 4.8% and the projected world GDP growth of 2.9%. |
| P oint | It's clearly visible the projection of S., S.E, Mid. East-S. Asia, Whitihin China and S.America which are above the world traffic growt % line. |
| T ransition | The <u>S.Asia</u> will directly make the most significant impact on the annual growth in revenue for <u>passangers</u> . |

Data observation

Data observation

DISCUSSION

Hello Everyone.

As you may be aware, the price of Elerium-128 has been continuing to decrease, contrary to our initial predictions. However, we still maintain our forecast that the price of Elerium-128 will rise in the future. This is due to the expectation that new market entrants will appreciate the price, provided that their management teams are competent. We have not yet seen an increase in price due to these new entrants, as they have recently filed for bankruptcy due to unrelated mismanagement issues.

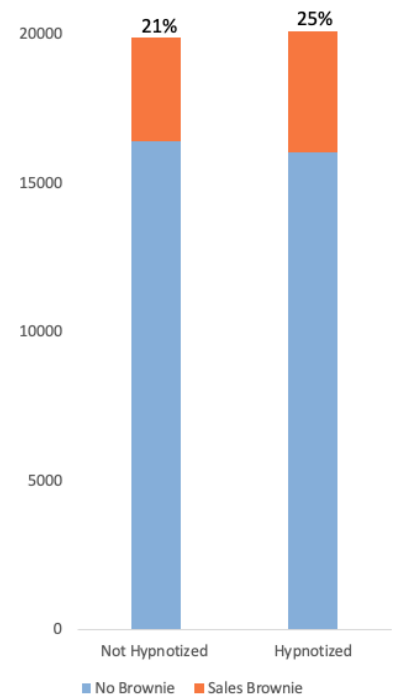
NEXT STEP

We suggest exploring potential next steps to address the current situation and maximize the value of our stockpile, with the understanding that these steps are not expected to be perfect but are intended to initiate a discussion at the senior management level.

9.

+4% Increase with the Hypnotism Marketing Test

IRRELEVANT



A/B TEST

The observed difference in performance before and after the hypnosis was not large enough to be considered meaningful, resulting in a decrease in the conversion rate of 14.11%.
→ **No Real Performance's Difference**

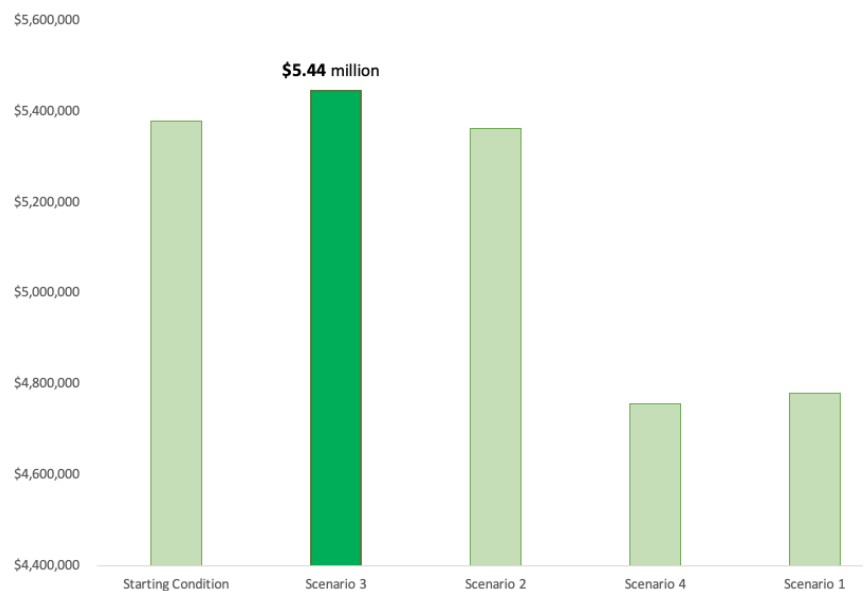
By **making strategic investments** now, we can position ourselves to meet **growing demand** and take **advantage of economies of scale** to **reduce production costs** over time

The **targeted advertising** investments have the potential to **increase the company's future success**

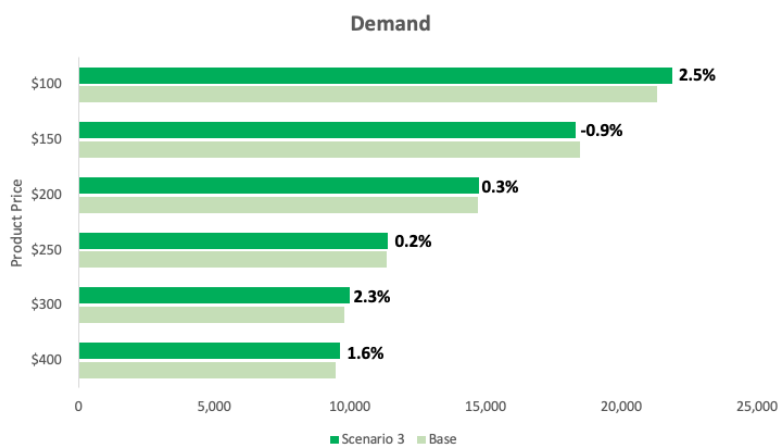
- **Expanding manufacturing capacity** through a pilot run at a new facility in **Detroit** to prepare for future growth and demand
- Maximizing value and revenue through a **potential subscription fee** increase while assessing **its impact on demand** and customer retention

Change the manufacturing location it remains the **most profitable scenario** for Scentologic from a long-term economic perspective

- It's the only one profitable (+1.2%)
- Even it is under the 5% soil.



Creating **innovative tactics** to expand customer base can result in a **rise** in overall **profitability**.



The demand for the product is the main driver of gross profit due to the fixed cost structure, thus **increasing demand can lead to increased profitability**