

# CAPSTONE PROJECT



End Evolution Presentation  
by Team Blue

# Meet Our Team



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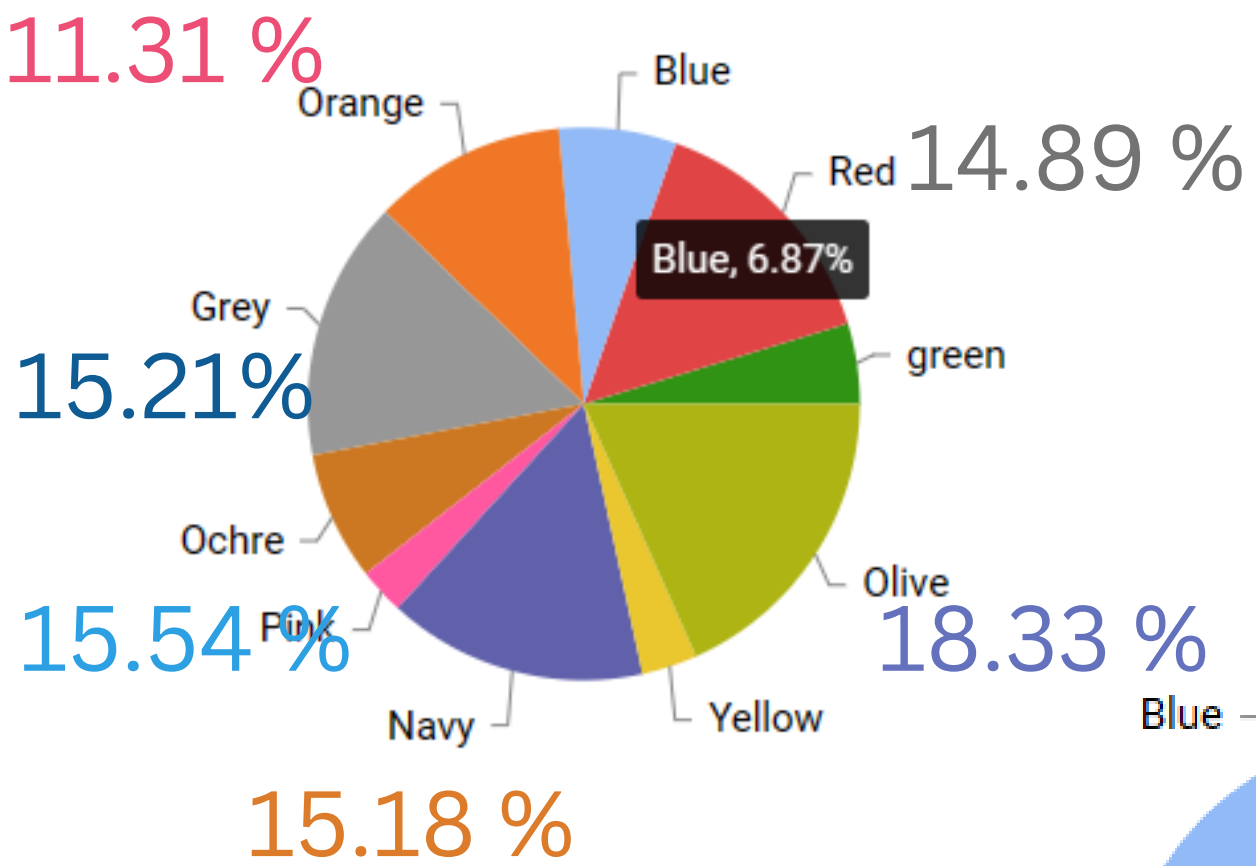
- Sales Revenue
- Profit
- Market Share
- Results
- Strategy



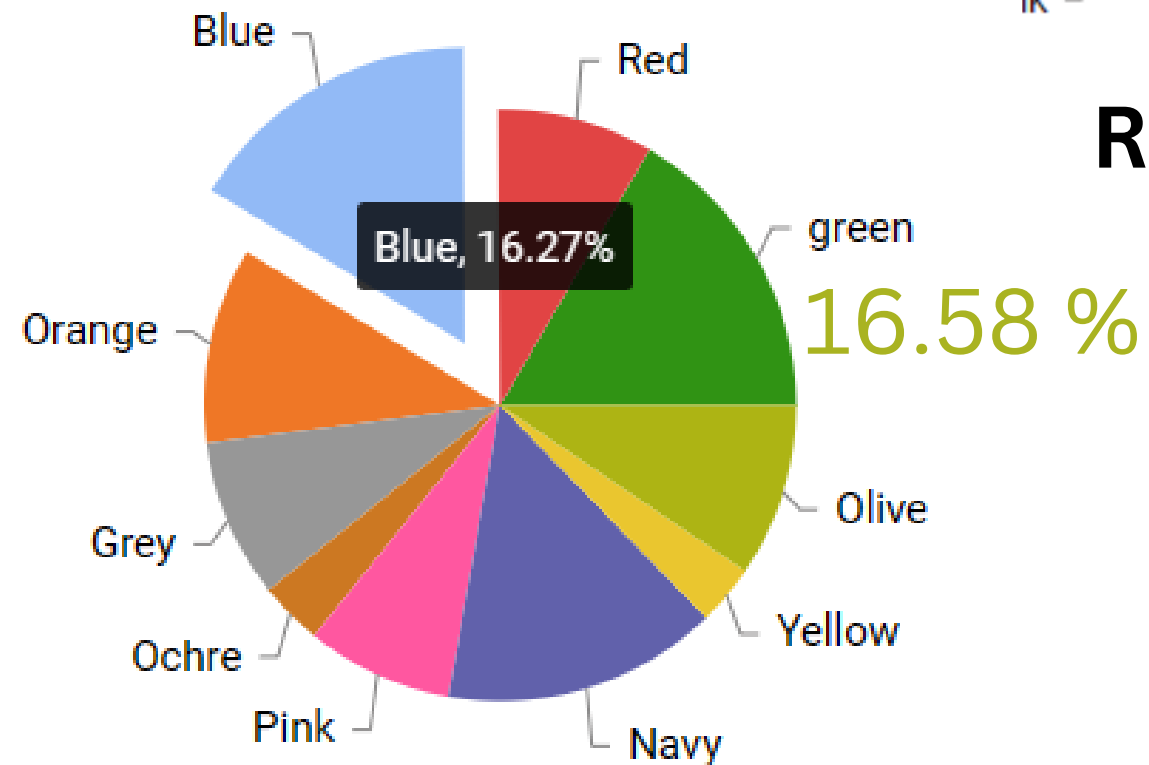


# Market Share

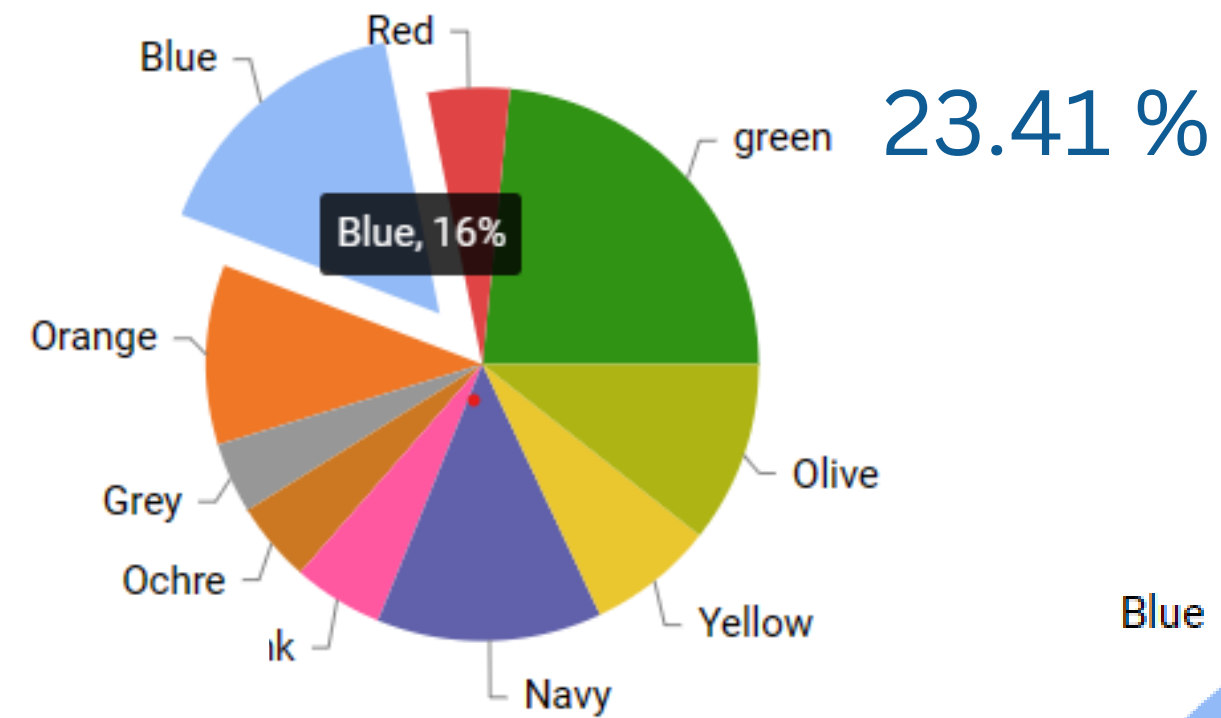
(Round 3,4,5 & 6)



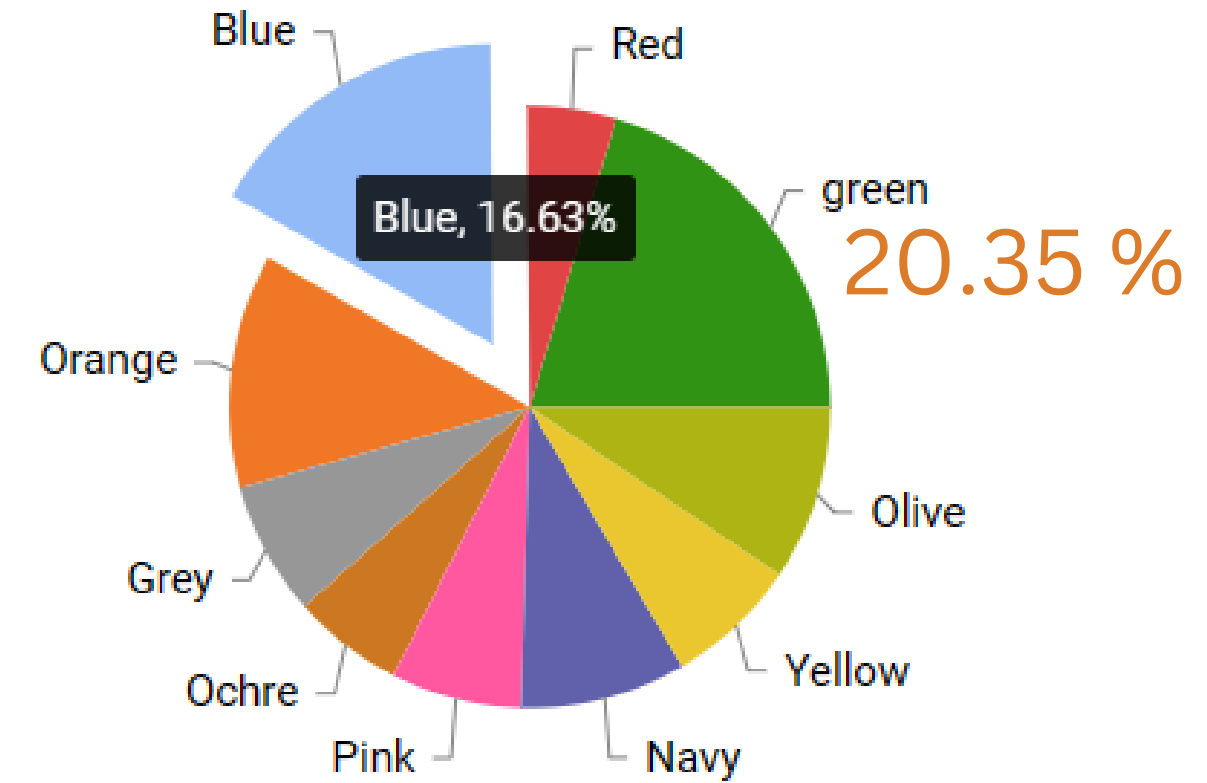
Round 3



Round 4



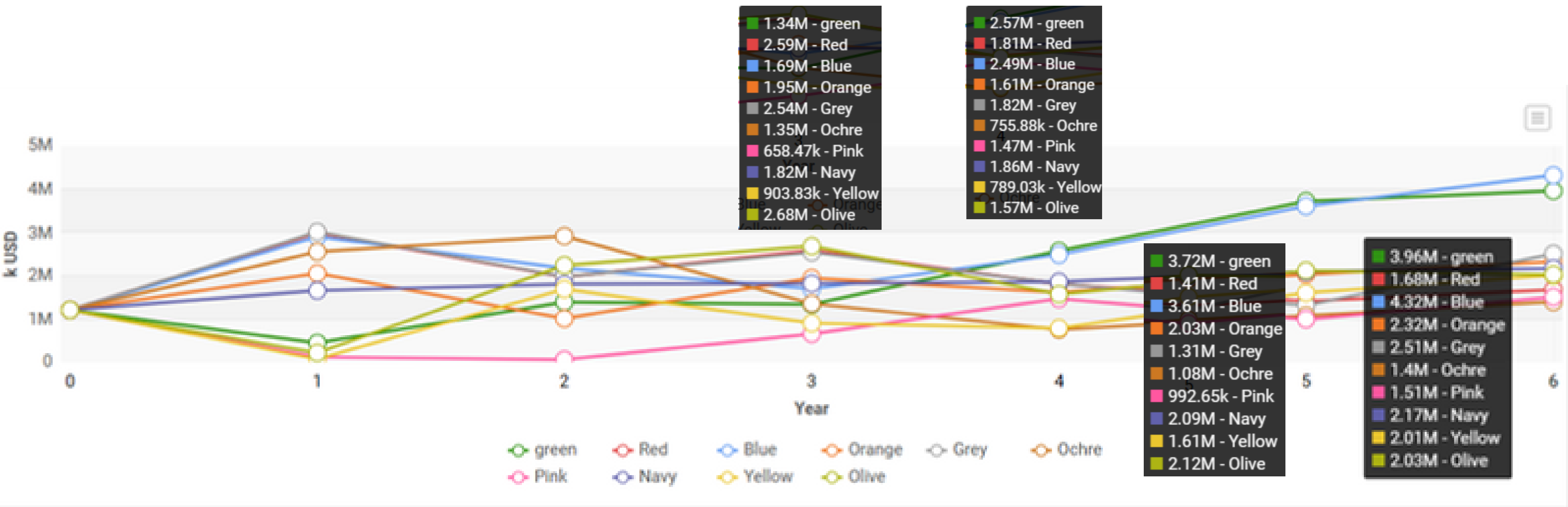
Round 5



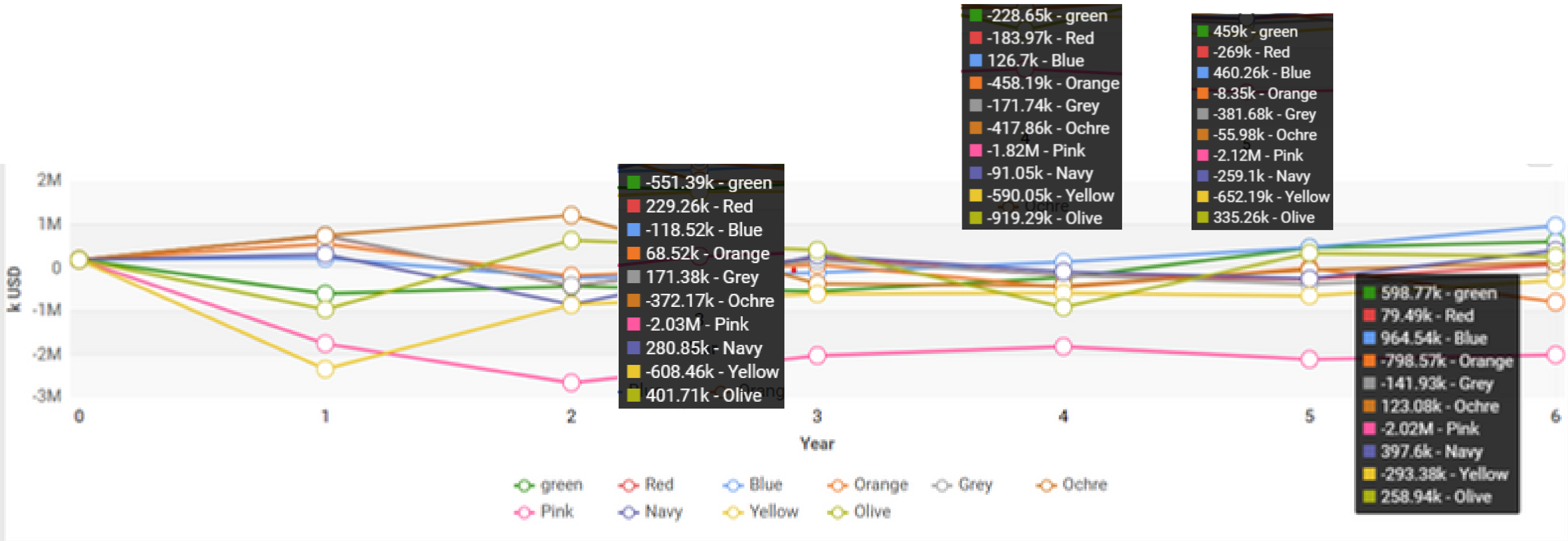
Round 6

# Sales Revenue

(Round 1,2,3,4,5,6)



# Profit for each round



# Final Results

Round 6

| Team   | Cumulative total shareholder return (p.a.), %<br>↓ | Operating profit before depreciation (EBITDA), % | Equity ratio, % | Return on capital employed (ROCE), % | Return on equity (ROE), % | Earnings per share (EPS), USD |
|--------|--|--|-----------------|--------------------------------------|---------------------------|-------------------------------|
| Blue   | 7.88   | 34.30  | 87.18           | 23.39                                | 24.11                     | 20.55                         |
| green  | 6.72   | 27.74  | 60.24           | 43.77                                | 127.09                    | 13.86                         |
| Olive  | -2.98  | 21.12  | 79.45           | 17.87                                | 17.95                     | 6.94                          |
| Navy   | -4.01  | 38.60  | 39.59           | 20.83                                | 41.32                     | 12.05                         |
| Red    | -4.59  | 36.28  | 57.09           | 8.86                                 | 4.54                      | 1.96                          |
| Grey   | -6.43  | 18.15  | 58.64           | 4.60                                 | -7.98                     | -2.92                         |
| Orange | -7.55  | 5.12   | N/A             | -3.17                                | -331.88                   | -26.62                        |
| Ochre  | -8.38  | 26.24  | 85.24           | 6.59                                 | 5.03                      | 3.24                          |
| Yellow | -32.29   | 30.66  | N/A             | 12.95                                | N/A                       | -5.65                         |
| Pink   | -83.60   | 14.02  | N/A             | -1.52                                | N/A                       | -49.31                        |

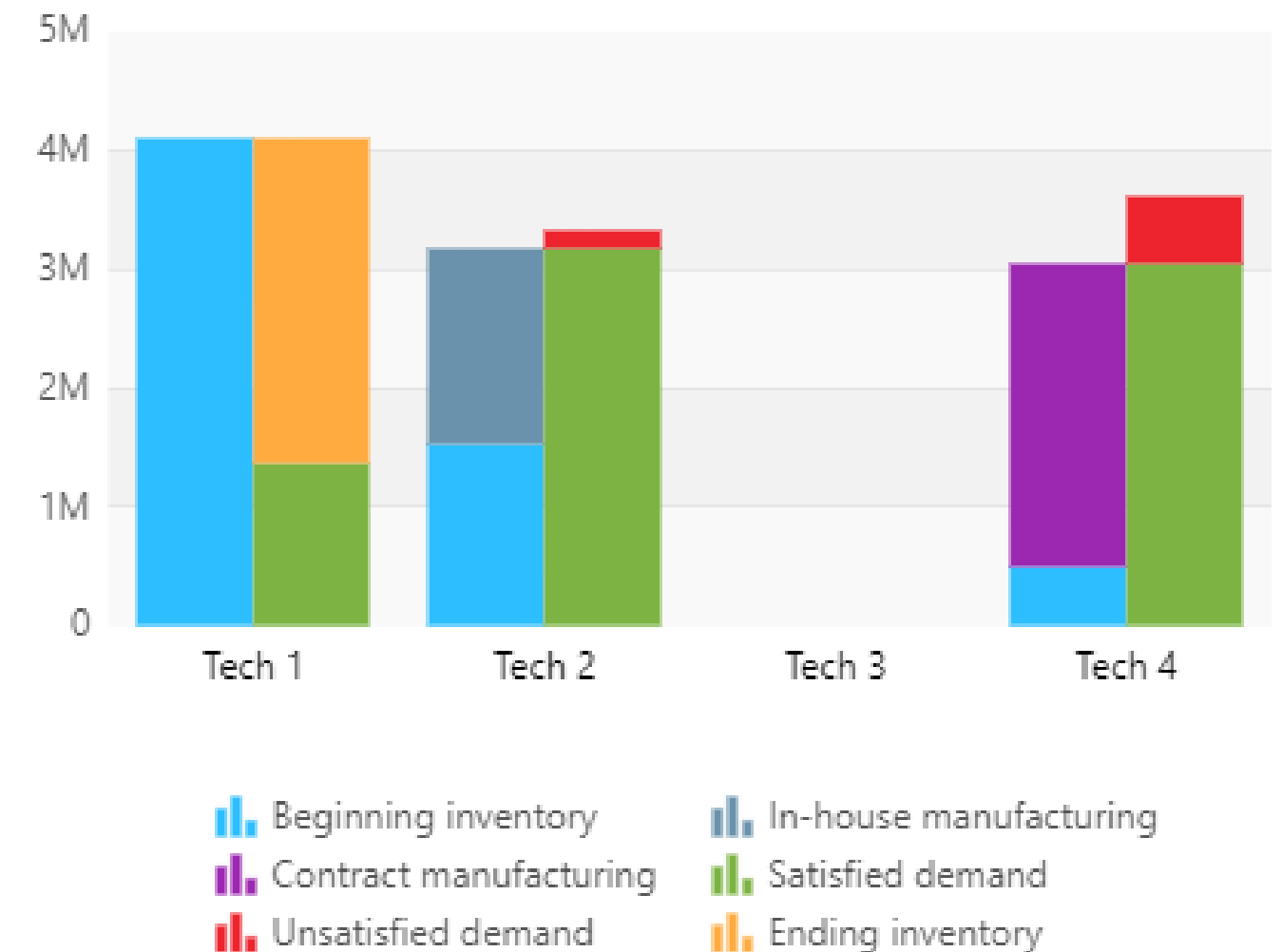
Round 3

| Team   | Cumulative total shareholder return (p.a.), %<br>↓ | Operating profit before depreciation (EBITDA), % | Equity ratio, % | Return on capital employed (ROCE), % | Return on equity (ROE), % | Earnings per share (EPS), USD |
|--------|--|--|-----------------|--------------------------------------|---------------------------|-------------------------------|
| Olive  | 7.92   | 30.00  | 44.36           | 34.10                                | 55.63                     | 12.97                         |
| Ochre  | 7.10   | -6.66  | 85.12           | -6.88                                | -10.79                    | -9.79                         |
| Red    | -1.62  | 29.29  | 68.50           | 15.57                                | 15.61                     | 6.00                          |
| Grey   | -2.95  | 26.79  | 68.78           | 12.96                                | 11.72                     | 4.48                          |
| Navy   | -12.77   | 33.28  | 41.77           | 20.68                                | 28.83                     | 8.51                          |
| Blue   | -13.70   | 12.93  | 68.96           | 0.45                                 | -3.91                     | -2.79                         |
| Orange | -16.72   | 27.50  | 33.26           | 12.01                                | 6.39                      | 2.28                          |
| green  | -41.32   | 27.99  | N/A             | 1.75                                 | N/A                       | -13.72                        |
| Pink   | -97.53   | -110.75  | N/A             | -18.69                               | N/A                       | -49.76                        |
| Yellow | -97.71   | 44.82  | 0.06            | -0.11                                | -198.63                   | -11.73                        |



# Areas We Improved

- Market pricing
- Demand Forecasting
- Inventory Management
- Played to our strengths





# Strategy

- Accurate Demand Forecasting
- Competitive pricing
- Value for money
- Continuous Upgrades
- Focus on Tech 3 and Tech 4
- Mutual Understanding



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# Thank You!

## Q & A

