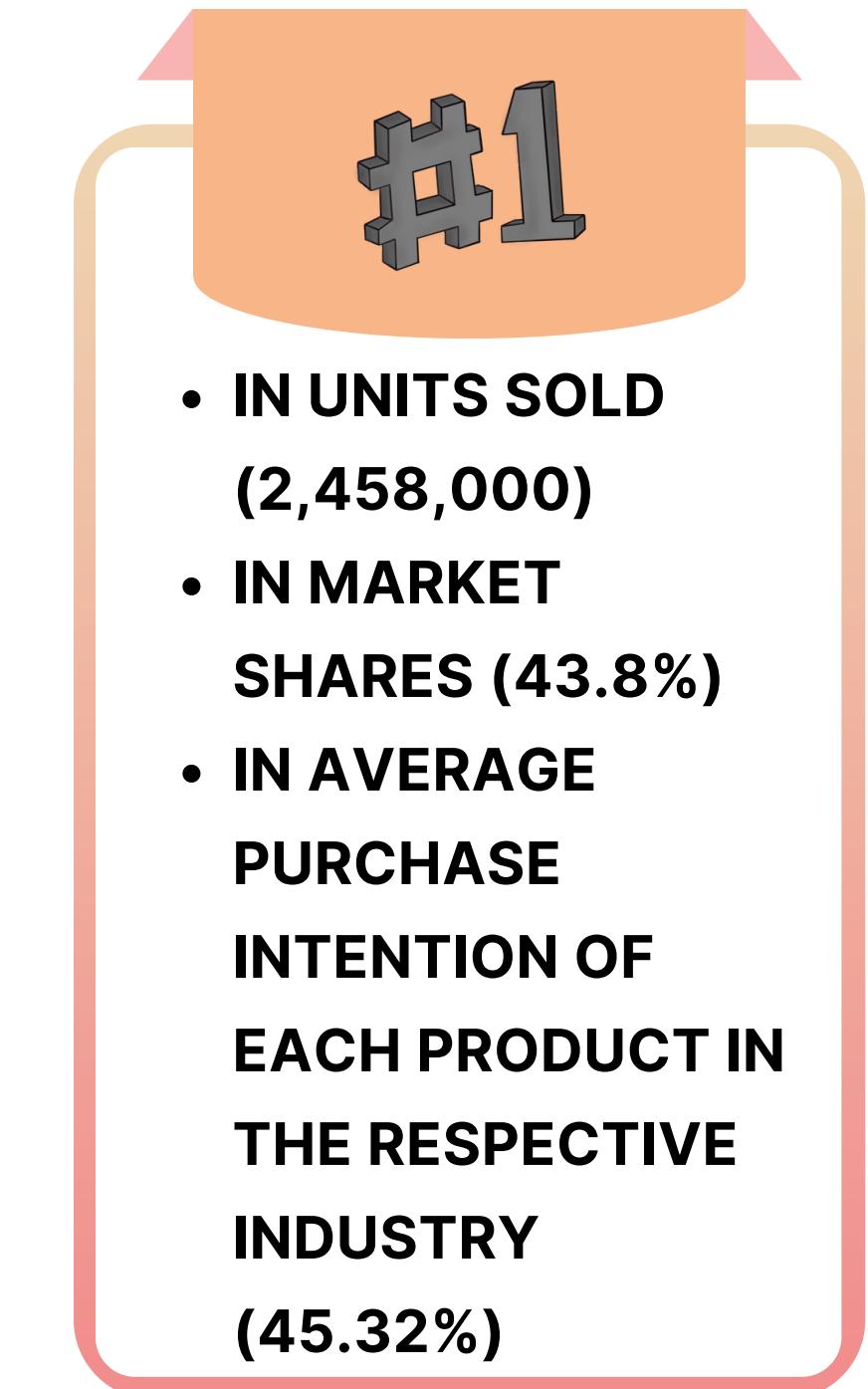
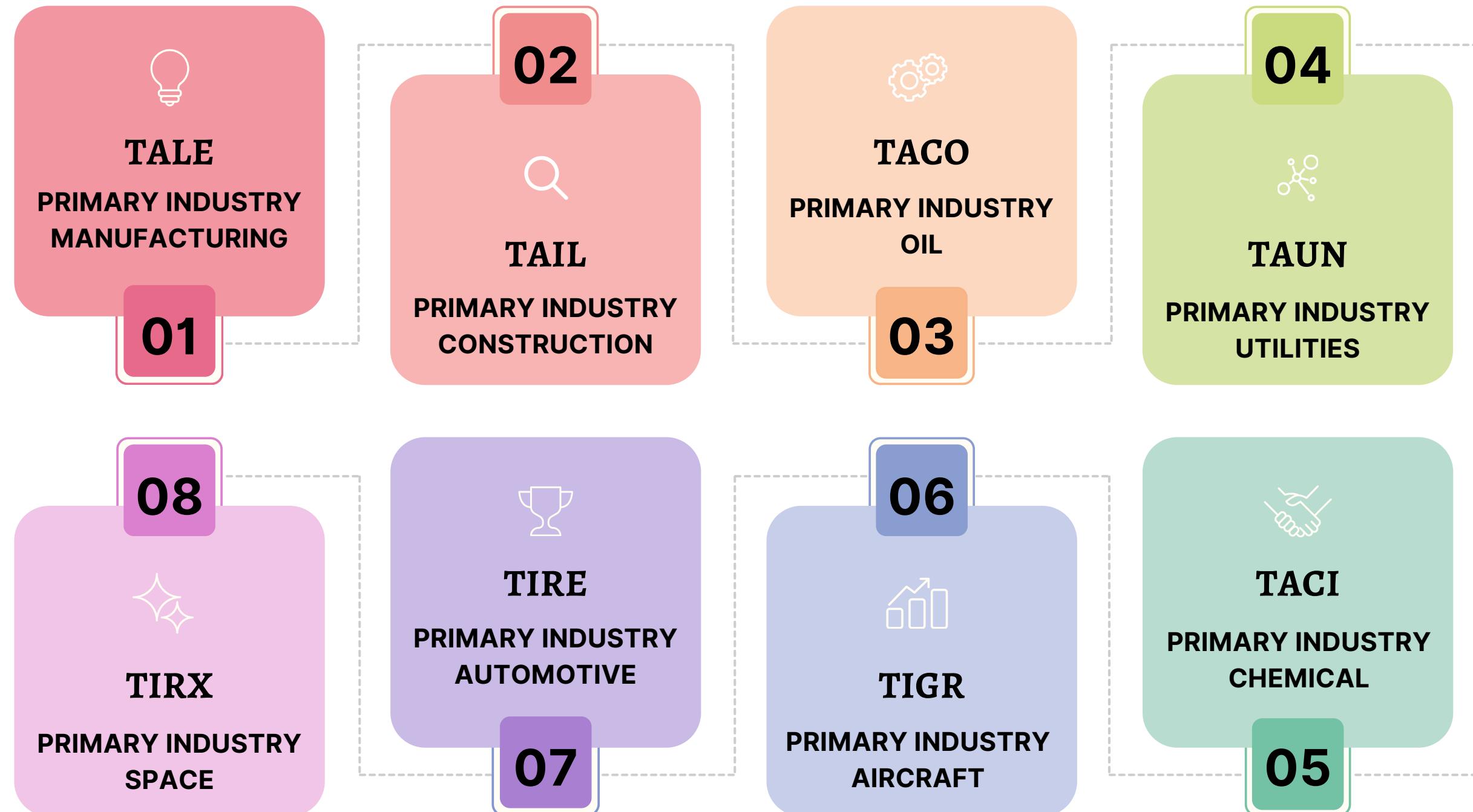


# Firm Turquois

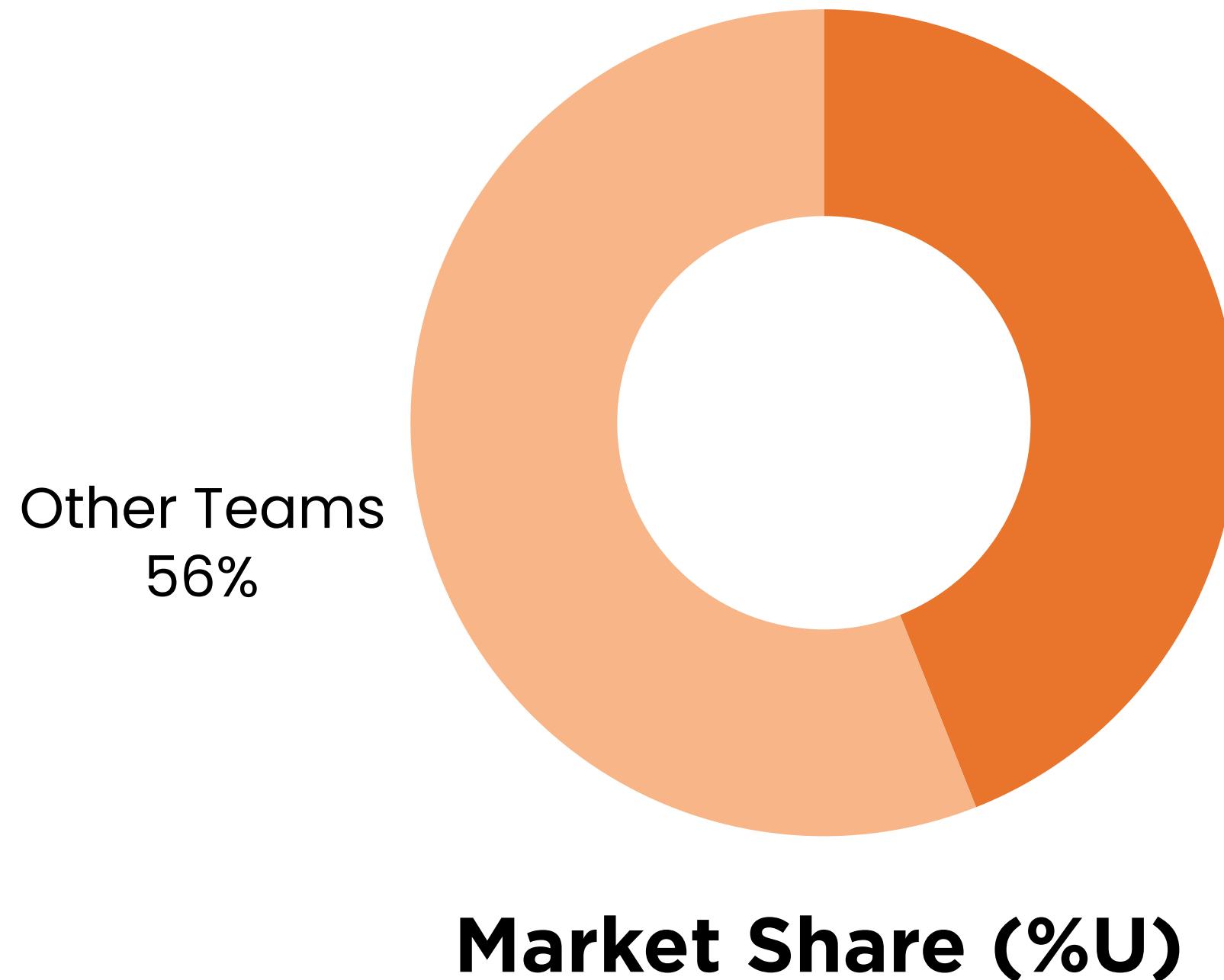
Crafting a Strategic Marketing Odyssey

## Strategy Deck

# Our Solutions & Standings



# Competitive Edge



Turquois  
44%

**Cum. Net Contribution**

**\$ 1.97 B**

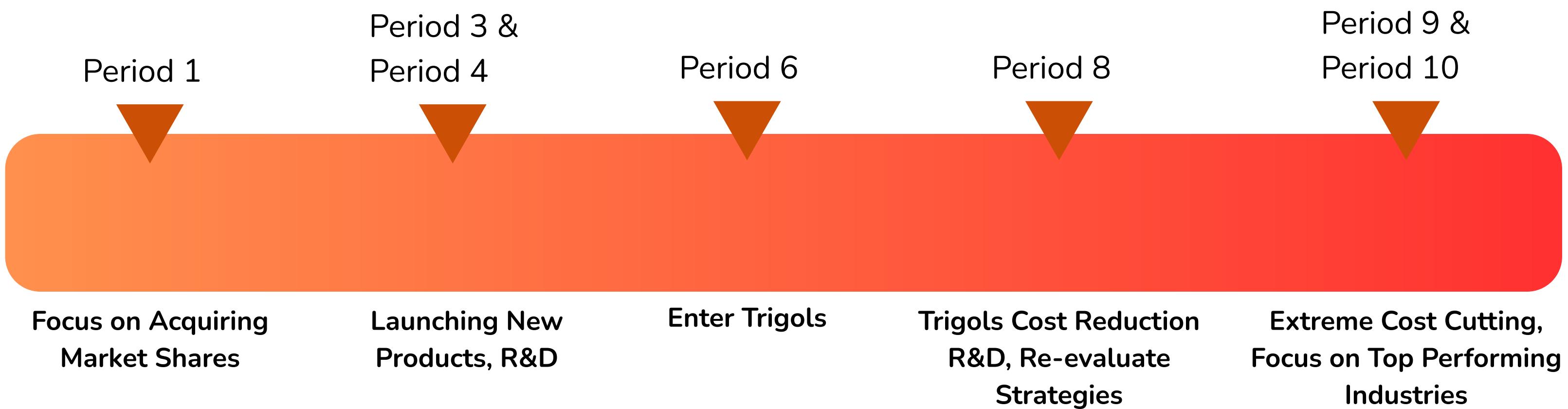
**1026K**

**Most Units Sold by  
a Single Product in  
One Period**

**15.2%**

**Market Share Lead  
Over 2<sup>nd</sup> Best Team**

# Our Strategy



# Success and Failures

Every failure is a path to learning and growing in a business.



# Success/Failures

01

## Failures in Trial round

- Communication + Commercial Experiments
- Customer value is not defined by price; its defined by what they have to sacrifice.

02

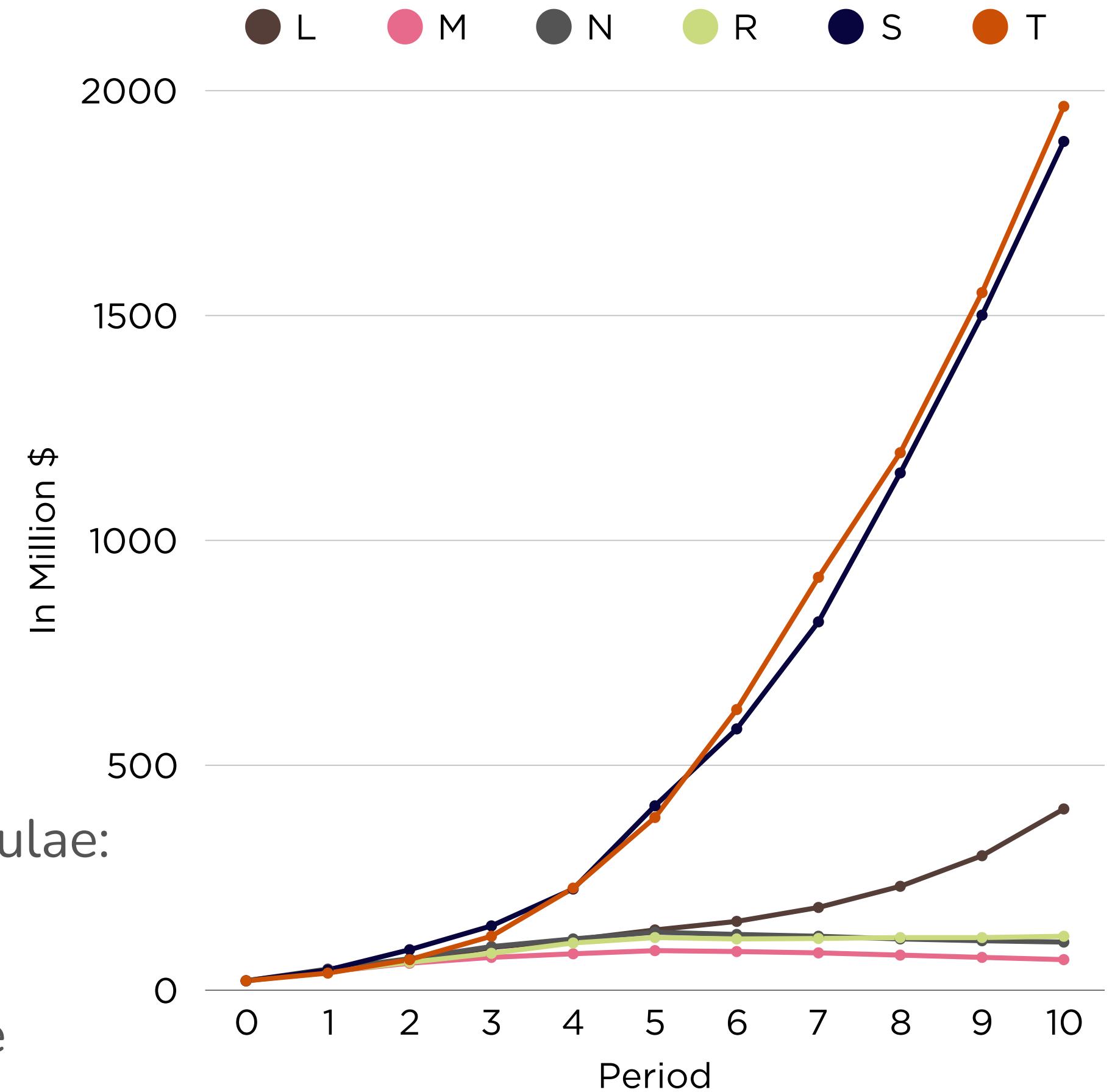
## Focus on Best-Selling Product.

03

Period 5, Converting Semantic values to Attribute values Formulae:  
 $X=LB+(UB-LB) \times ( (P-1)/(7-1))$ .

04

## Investing in Chemical and Space industries.



# Success/Failures

05

Wrong strategy for Trigols introduction.

06

Period 7,

- Cost reduction project with high pricing.
- Inventory

07

When two companies have the same prod,  
what makes one stronger is their marketing.

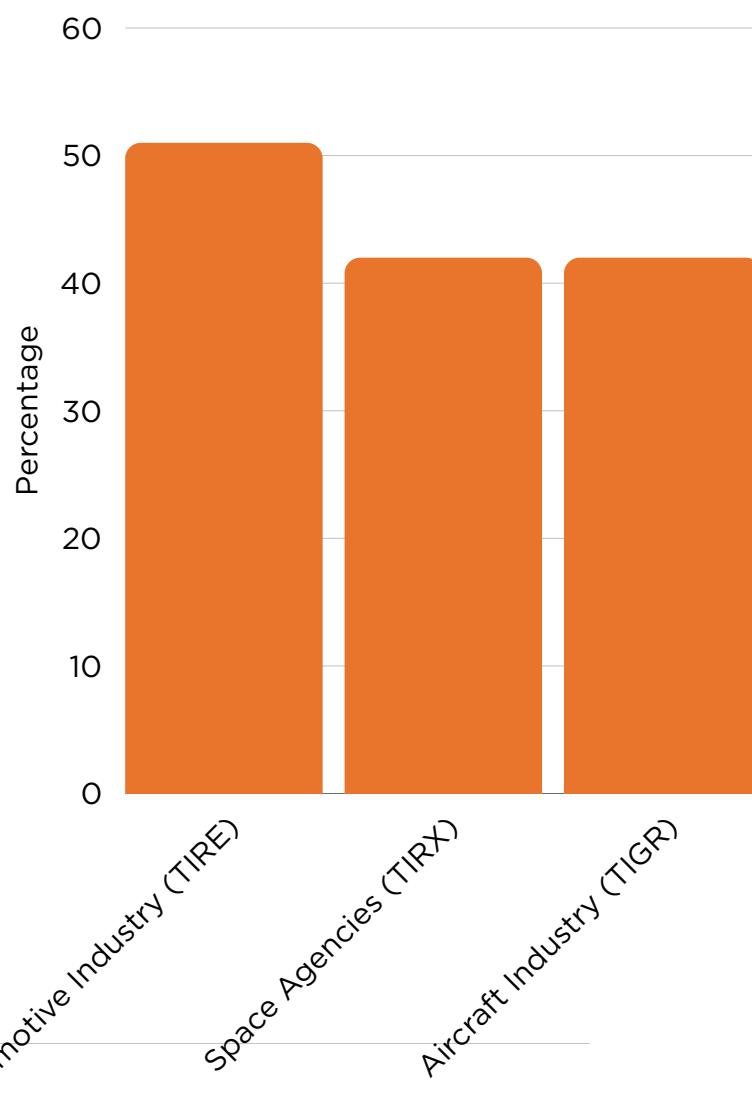
08

Market research not purchased.

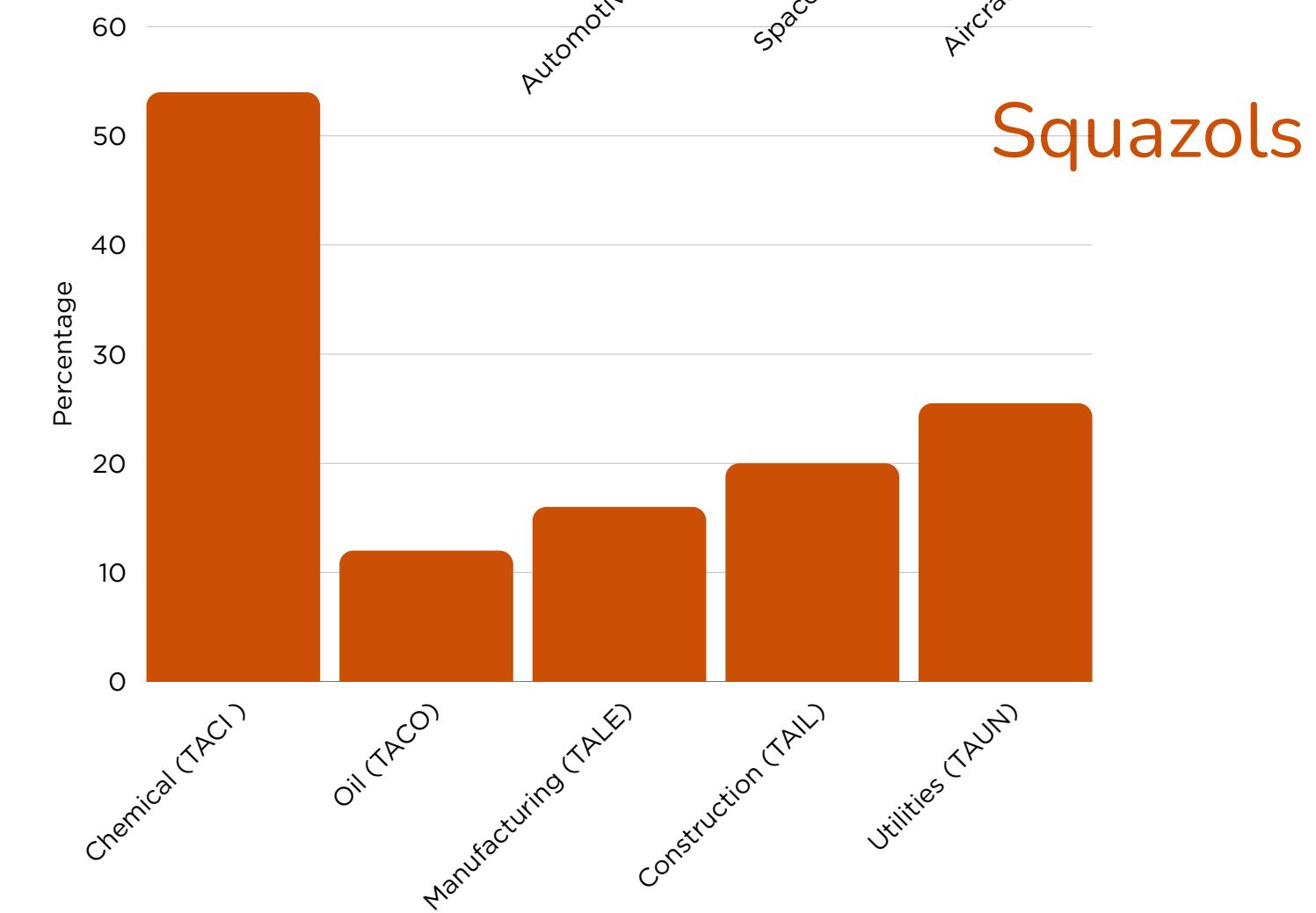
09

Being Curious.

Trigols



Squazols



# Success/Failures

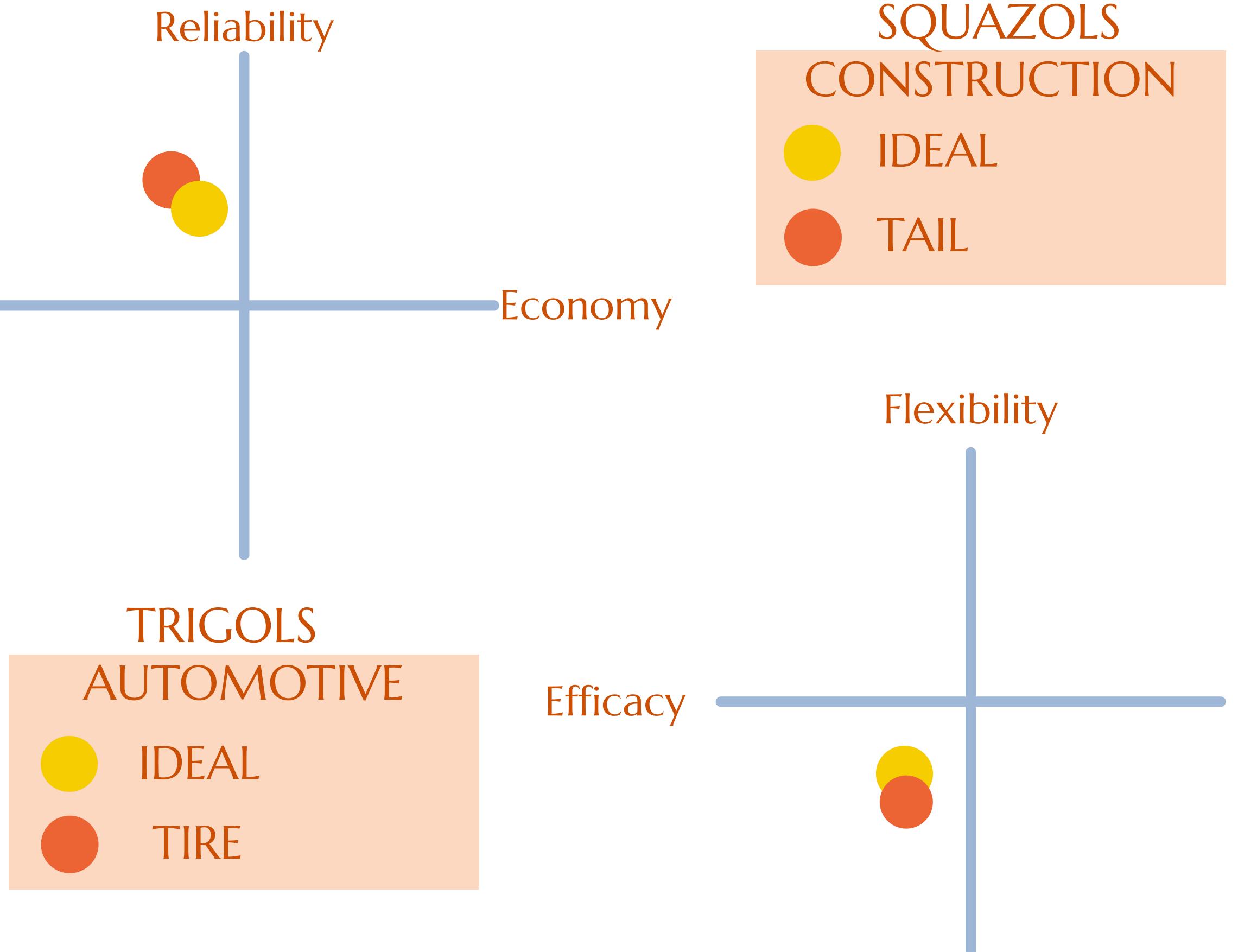
Marketing  
and  
Communication  
Strategy

Pricing  
Strategy

Efficient  
Commercial  
Team Strategy

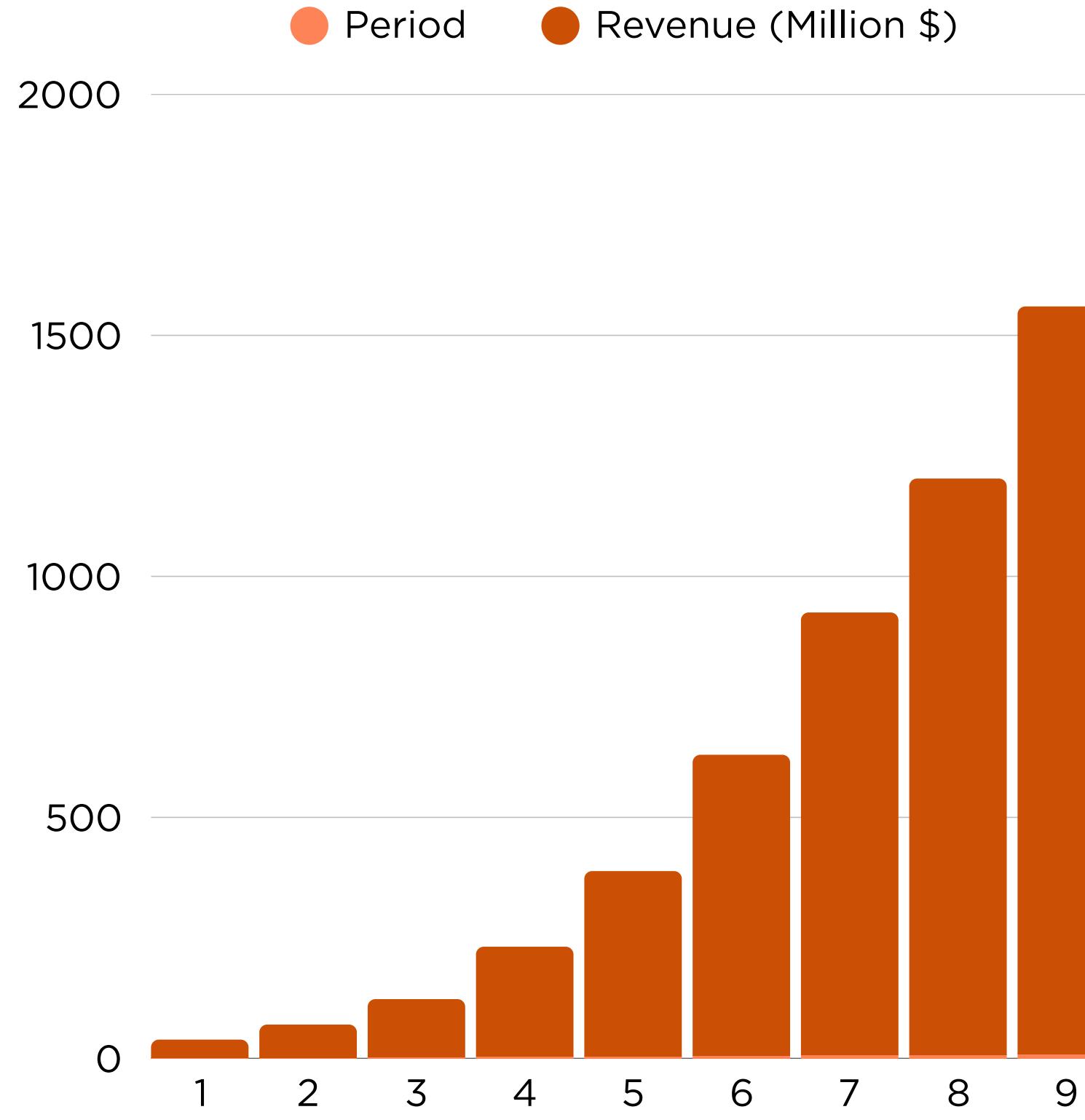
Our strategic alignment led to high market appeal - on average, 4 out of 5 consumers preferred our products.

# Success/Failures



Resolve the  
Challenge

# Revenue Growth Analysis



From the current trajectory the revenue estimation for round 10 will be 2000 MM

Seeking \$20 million

# MILESTONES

Getting funds  
for developing  
R&D projects

Make Franchise

Be a monopoly  
and make  
strategic  
acquisition

Invest in other  
business and  
support  
upcoming ASU  
students.

# For next Management

For the first 3 period focus on gaining market share

Be highly competitive on pricing early on

Think ahed of time like 3-4 period focus on long term goals

Focus on building R&D projects as early on will help you gain share and make a premium product



# Thank You!