

# PPT的图表形式

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A portrait of a man with short black hair, wearing a black t-shirt, standing with his hands on his hips. The background is a dark grey with repeating '网易出品' (NetEase Product) and 'PRODUCE BY NETEASE' watermarks.

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- 擅长行业趋势研究和战略管理咨询工具，为20多家上市公司提供战略发展决策建议

课程

亮点

1

基础图表

2

概念图

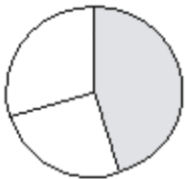
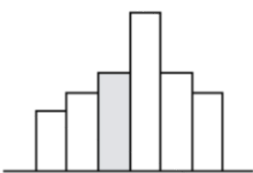
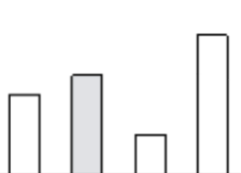
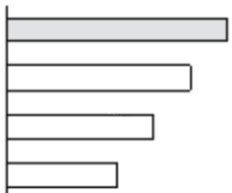
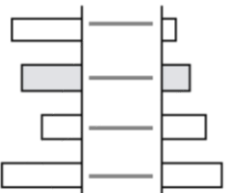
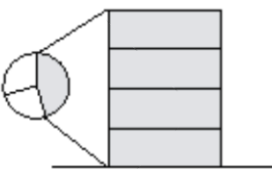



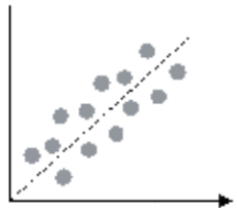
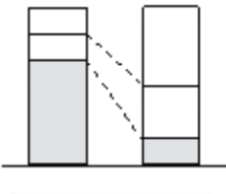
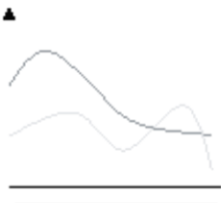
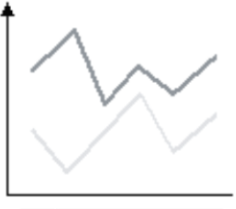
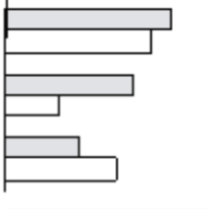
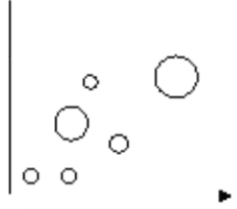


# 基础图表



1

# 基础图表

Use of chart	Component comparisons	Distribution	Time series	Ranking	Correlation
Basic format					
Large quantities of data					
Comparisons					
	Relative importance of components	Distribution of a population	Performance over time	Performance against others	Relationship between variables

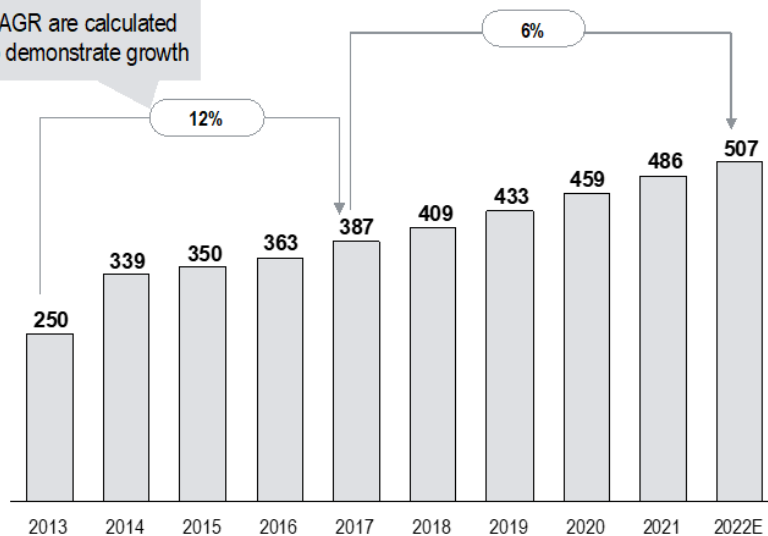


# 示例1：时间序列型图表

The volume growth of infant formula market is likely to remain at modest speed of 6% p.a. in the next 3 years

Infant formula market growth, sales volume 2013-2022E ['000 Tons]

> CAGR are calculated to demonstrate growth



## Comments

- > 2013-2017: market grew dramatically mainly due to
  - Consumption shifted from inferior-quality milk powder<sup>1)</sup> to qualified powder in 2014
  - Rapid growth of infant powder feeding rate due to economic development and urbanization
- > 2017-2022: market growth will slow down because of rising awareness of breast feeding in more developed regions

1) Not real "formula" products cannot be calculated into the market

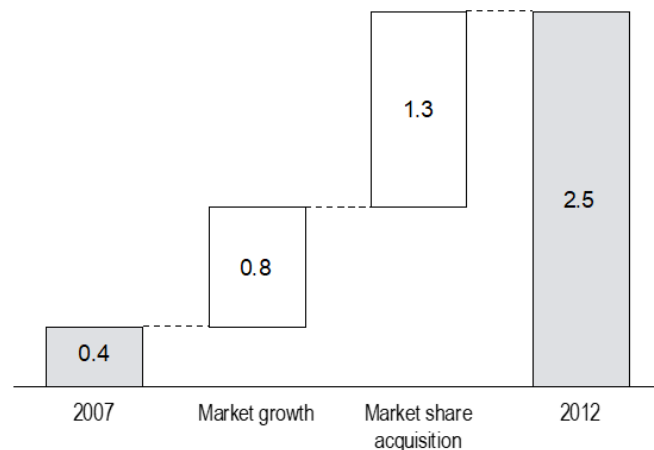
Source: Expert interview; AC Nielsen; analysis

## 示例2：瀑布图

Based on current B-plan, XXX is projected to overgrow the general market at the expenses of others

XXX's revenue, 2007 & 2012 forecast

[RMB bn]



1) Excluding ultra-premium segment

Source:

### Comments

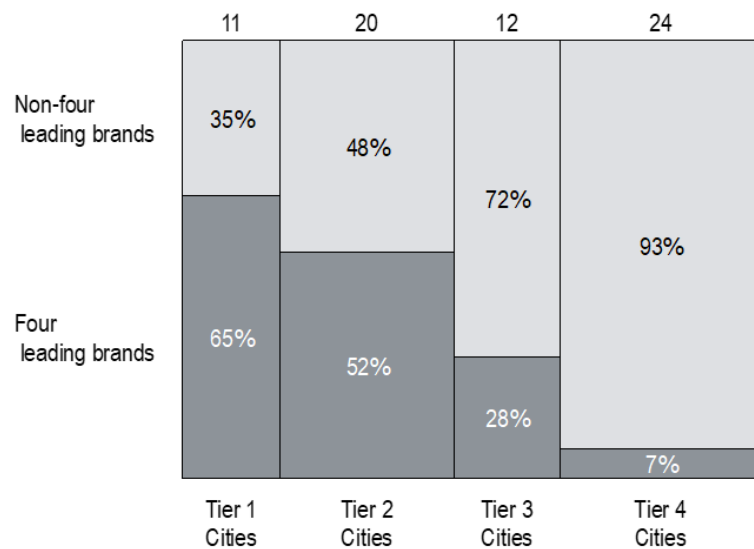
- > **Two drivers** are required to achieve XXX's revenue growth in the B-plan:
  - **Premium market growth:** Growth along with the premium segment will help XXX boost the top line by RMB 0.8 bn
- > **Market share acquisition:**
  - XXX needs to take an aggressive and effective expansion strategy to increase its **market share** from 3% to 8% to achieve RMB 1.3 bn revenue growth



# 示例3：不等宽矩形图

Four leading brands have a strong position in Tier 1 and Tier 2 cities

2007 sales breakdown between Top 4 and other brands[RMB bn]



## Comments

### > Tier 1 and tier 2 cities:

- Four leading brands build overwhelming brand awareness and have dominant presence

### > Tier 3 and tier 4 cities:

- The market is more fragmented; the four leading brands have less control due to the limited presence of marketing



# 概念图



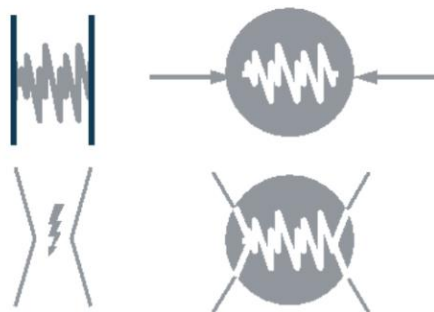
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# 概念图的形式

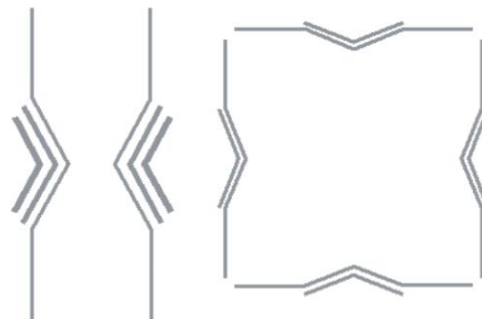
Interface/Knot



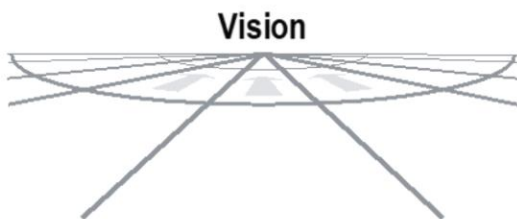
Conflict/tension



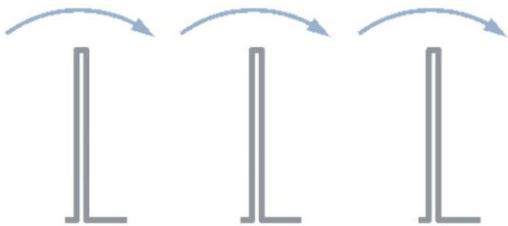
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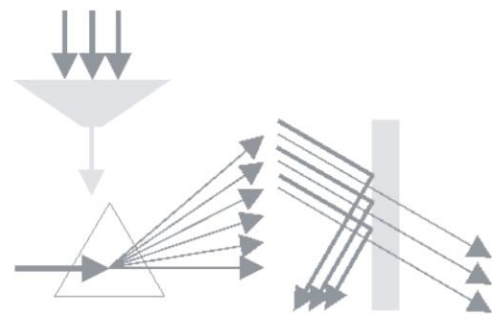
Vision



Hurdle



Filter

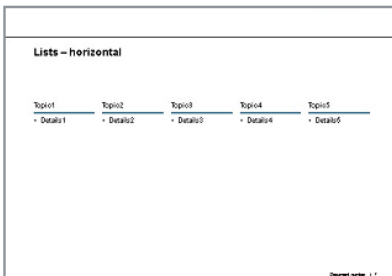
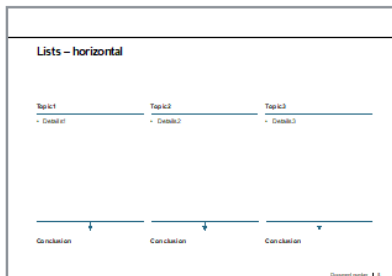




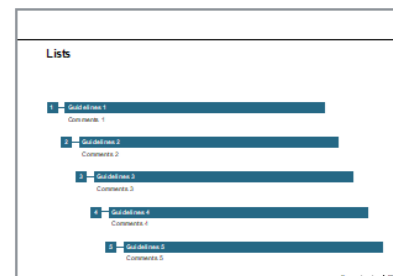
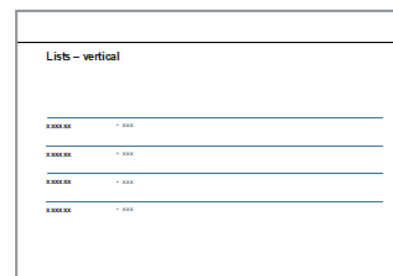
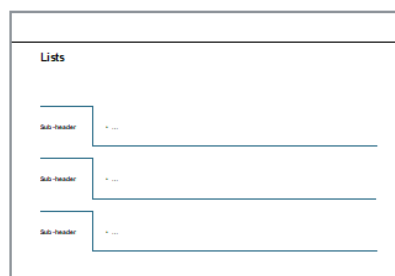
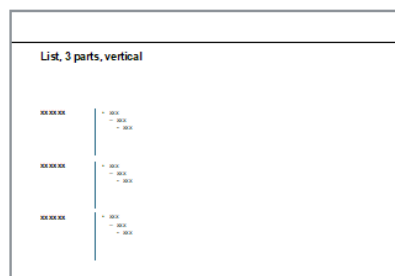
# 概念图的形式

## List

### Horizontal



### Vertical



# 概念图的形式

## Consequences

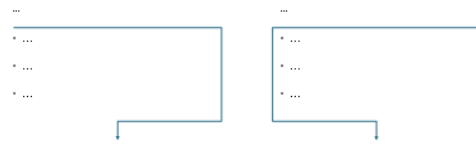
Roland Berger  
Strategy Consultants

Consequences



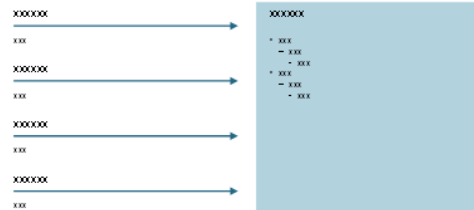
Consequences | 1

Consequences



Consequences | 2

Consequences



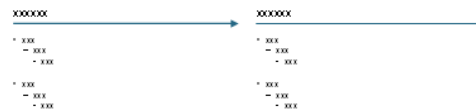
Consequences | 3

Consequences



Consequences | 4

Consequences



Consequences | 5

Consequences

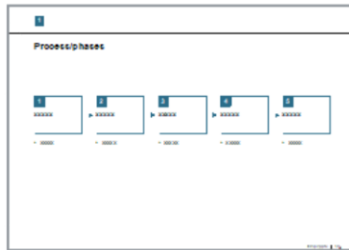
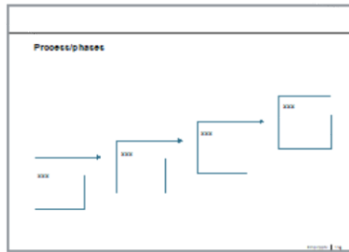


Consequences | 6

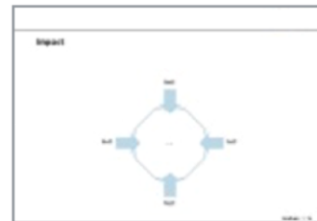
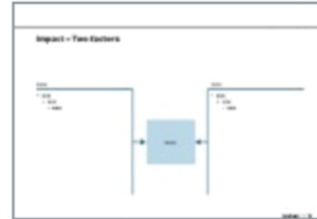


# 概念图的形式

## Process/Phases



## Impact



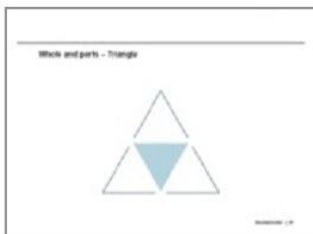
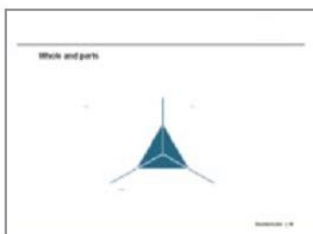
## SWOT



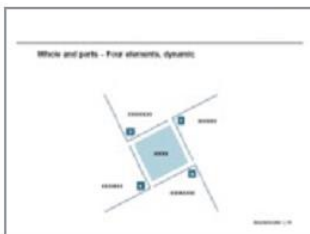
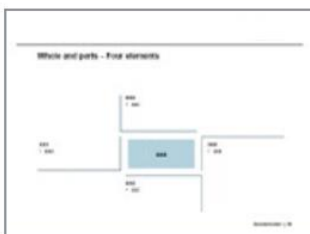
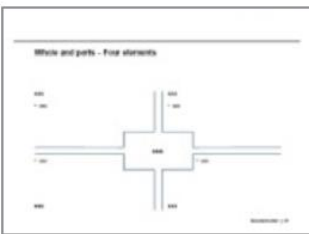
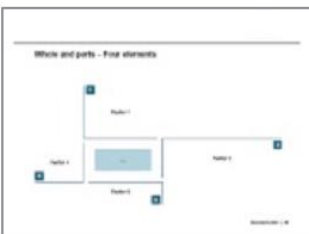
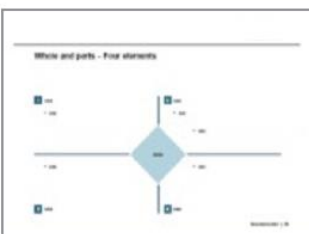
# 概念图的形式

## Wholes and parts

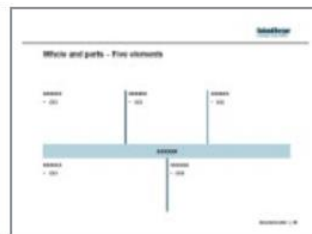
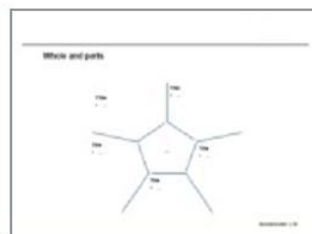
### Three elements



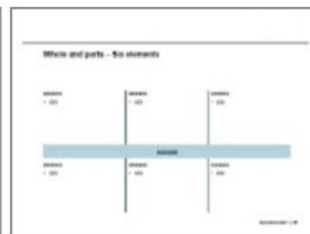
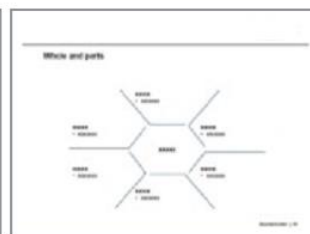
### Four elements



### Five elements



### Six elements





# 课程

# 总结

1

基础图表：时间序列型图表、瀑布图、不等宽矩形图

2

概念图的形式