

# Northwind Presentation Script

## Module 2

Slide 1 - Welcome and thank you for allowing me to come and speak to you //.

- Today we are going to look at a few topics related to the business of Northwind

Slide 2 - Every company is interested in generating and increasing revenue while minimizing costs and losses

Slide 3 - Our goal is to identify some simple changes that can be made NOW to help improve the overall performance of the company, while also considering some potential changes & direction for the future

Slide 4 - In order to identify these steps we are going to utilize a process called the scientific method that enables us to explore observations and answer questions based on the current sales information of the company.

Slide 5 - One aspect we discovered when analyzing information about the sales of Northwind, is that there are only certain discounts that influence the purchasing of the consumers

- This means that one step that can be taken now is to eliminate the discounts that are non-productive and capitalize on the ones that consumers respond to.
- the discounts that perform the best are: 5, 15, 20, & 25%

Slide 6 - Currently, Northwind utilizes 3 companies for its delivery needs. There is no statistically significant benefit of cost savings of one company over the others. One question to consider though is: Does one shipper meet all of the delivery needs of the company? If so, then possibly an agreement could be made to solely use one company in exchange for lower shipping rates. Businesses are also built on relationships. Make connections...think partnerships!

Slide 7 / 8 - There are 8 regions that Northwind services.

- Some regions visibly consume more products than others.

- This was also validated through our analysis
- This could be due to size of the region & population density.
- A little more analysis should be done with regards to regions & performance

Slide 9 - Future Work - Some areas to consider for future investigation are

investigate productivity of regions

- Expand or Consolidate current regions
- explore opportunities in new regions
- Work on building relationships with suppliers & consumers

increasing product lines

- What are the current or upcoming food trends.
- Meatless & vegetarian products
- Organic products
- ethnically sourced / fair-trade products

Slide 10 - Northwind is in the food business

Food is a personal, social, cultural & ethical choice. And food is one thing that consistently brings people together. Let's work together to make it a better experience for all!

Slide 11 - Thank you so much for being here with me today. I look forward to working with you in the future and I am happy to answer any questions that you may have.