

The background image shows the ornate facade of the New York Stock Exchange building. The words "NEW YORK STOCK EXCHANGE" are carved into the stone above the entrance. The facade features large, fluted Corinthian columns supporting a classical entablature. The windows below the columns are divided into multiple panes by a grid of dark frames.

NEW YORK STOCK EXCHANGE

# Acquisition Opportunity Parch and Posey

DSO 552: SQL Databases for Business Analysts  
Lucian Deng, Joyce Chen, Abby Louderback, Jessica  
Bratahani, Stanley Toh, Manyi Wang



# Current State of Parch and Posey - Small Paper Company

**351** Customer Accounts

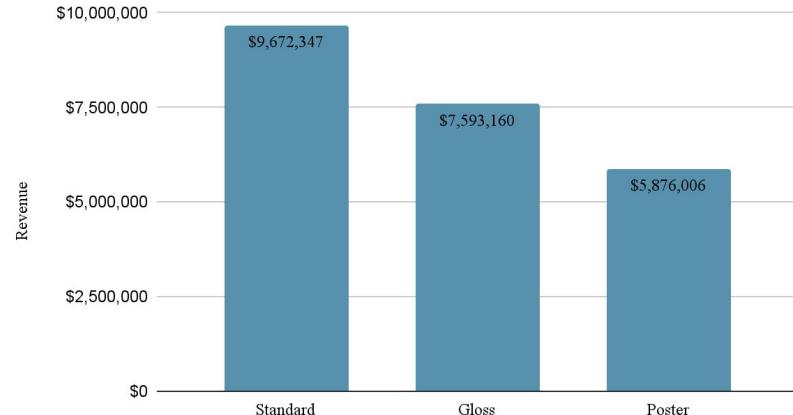
**52** Sales Reps

**3 Revenue Streams**

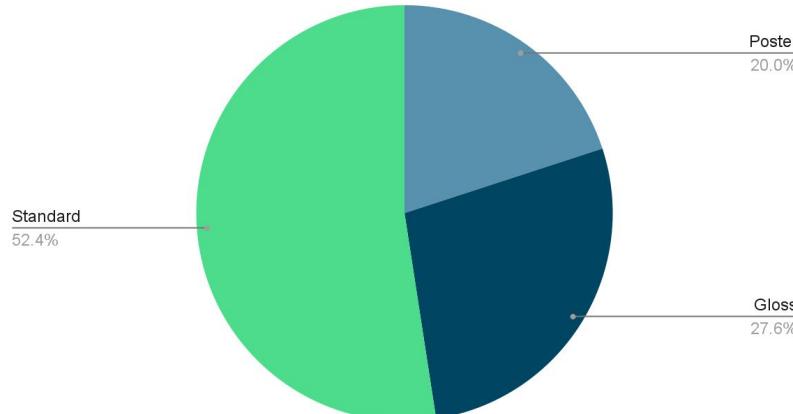
**7 Regions of Operation:** International, Midwest, North, Northeast, South, Southeast, West

**3 Paper Types Sold:** Standard, Gloss, Poster

Revenue by Paper Type



Total Quantity Sold by Paper Type



## Year-Over-Year (YoY) Growth Parch and Posey

Year	Revenue	YoY
2014	\$4,069,107	
2015	\$5,752,005	41%
2016	\$12,864,918	124%

### YoY Sales Growth



# Current Regions Served

	name character	averageordrep bigint	averageaccrep bigint	avgrevrep numeric
1	Midwest	53	4	190194.138888888889
2	Northeast	56	4	190430.324761904762
3	Southeast	111	8	354548.749000000000
4	West	96	9	360864.636000000000

**Order and Revenue Efficiency:** Both the Northeast and Midwest regions exhibit lower order volumes and revenue per representative

	name character	count bigint
1	International	1
2	Midwest	9
3	North	0
4	Northeast	21
5	South	0
6	Southeast	10
7	West	10

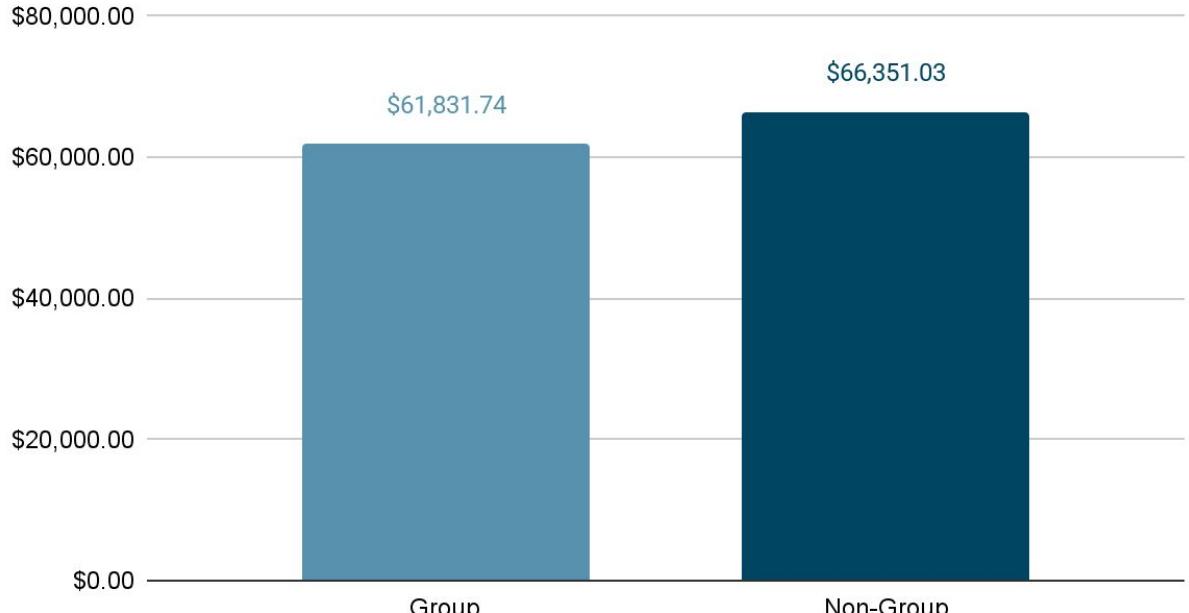
**Sales Reps per Region:**  
International, North and South Regions lack sales representatives

## Customer Accounts Outlook

Suggestions for Analysis:

- Analyze historical data to spot trends
- Investigate frequency, volume, and value of purchases to differentiate between one-time and repeat high-spenders
- Tracking purchase dates to segment customers based on recent activity

### Average Revenue Company Groups vs. Non-Groups



Company/Groups don't necessarily mean bigger accounts

## Marketing Channels to Deactivate

Parch and Posey uses 6 types of marketing strategies: direct, facebook, adwords, organic, twitter and banner. Direct Marketing is the most effective across all regions. Below are the weakest marketing channels that could be deactivated:

Region	Channel	Channel Count Per Region	Channel % Per Region
Southeast	Twitter	127	4.81%
West	Banner	116	5.26%
Midwest	Banner	59	5.05%
Northeast	Twitter	154	5.03%

## More Directions to Explore

### Acquisition Costs



### Spending on Marketing



### Profit from Sales

How is the company doing this past few years?

### Deeper Dive into Customer Accounts

- Average no. of orders per accounts
- Customer Industries (what companies are purchasing our products)
- Customer Orders: how many customer placed (or did not) orders in the past year?



# Acquisition Recommendation



## Due Diligence

Obtain detailed financial statements of Parch and Posey for the last several years.

Analyze income statements, balance sheets, and cash flow statements to assess financial health and trends.



## Strategic Fit

Evaluate how well the acquisition aligns with the strategic goals and vision of Dunder Mifflin. If there are clear synergies and strategic advantages, it may be a positive signal.



## Cultural Fit

Consider the cultural fit between the two companies.

Mergers often face challenges when there are significant cultural differences. If there is a plan to address these differences, it may be a positive indicator.

# Parch and Posey

## Current Business State

**351**  
**Customer**  
**Accounts**

Mercury is the  
smallest planet in  
our Solar System

**52**  
**Sales**  
**Representative**  
**s**

Saturn is composed  
mostly of hydrogen  
and helium



**\$75M**

**Venus**

Venus has a  
beautiful name, but  
it's terribly hot

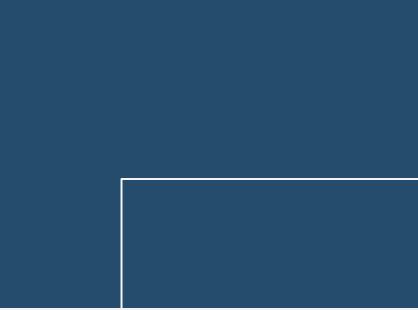
**25%**

**Neptune**

Neptune is the  
farthest planet from  
the Sun

# Table of Contents

<b>01</b> <b>Business Overview</b> Here you could describe the topic of the section	<b>02</b> <b>Market Analysis and Competition</b> Here you could describe the topic of the section	<b>03</b> <b>Sales and Marketing Plan</b> Here you could describe the topic of the section
<b>04</b> <b>Management Plan</b> Here you could describe the topic of the section	<b>05</b> <b>Operating Plan</b> Here you could describe the topic of the section	<b>06</b> <b>Financial Plan</b> Here you could describe the topic of the section



Here you could describe the company's mission. A clear message is a good way to get down to business. For example, you could say that Mercury is the closest planet to the Sun and the smallest one in our Solar System



# Mission Statement



01

Business  
Overview

# Problem

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god

# Solution

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

# Competitors

## Jupiter

It's a gas giant, the biggest planet in our Solar System and the fourth-brightest object in the sky



## Mars

Despite being red, Mars is a cold place, not hot. It's full of iron oxide, which gives the planet its reddish cast



## Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury



## Saturn

Yes, this is the ringed planet. It's a gas giant, composed mostly of hydrogen and helium





## Them

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury



## Us

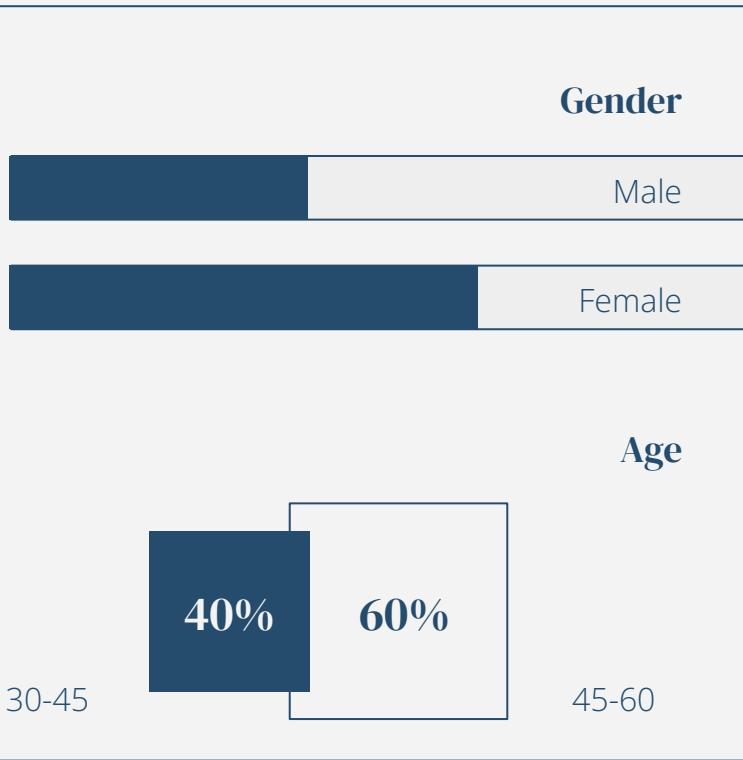
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon



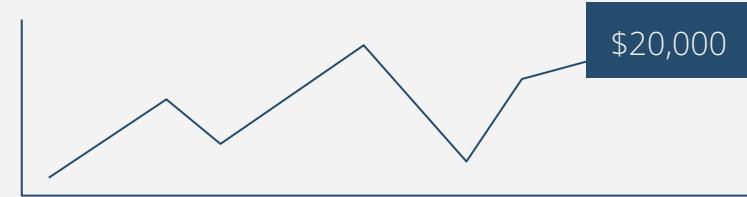
# Market Analysis and Competition

# 02

## Target



## Average Spend per Customer



## Interests



# Market Size

20%

Saturn

5%

Mercury

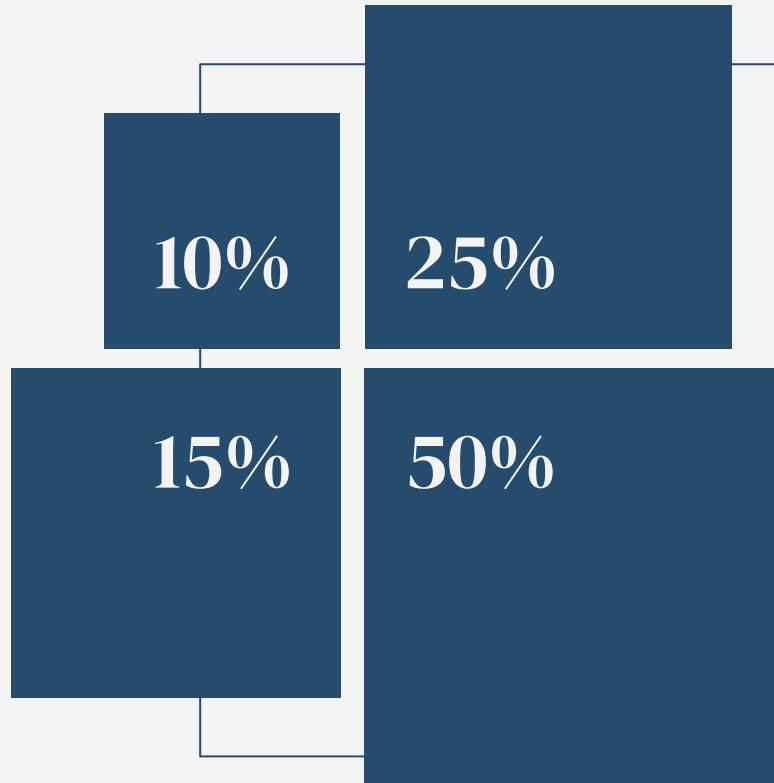
55%

Jupiter

20%

Neptune

# Market Share



## Jupiter

Jupiter is a gas giant and also the biggest planet in our Solar System

## Venus

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

## Mars

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust

## Saturn

Saturn is a gas giant, composed mostly of hydrogen and helium

# Competition Analysis

	Jupiter	Mars	Venus	Mercury
Competitor 1	Yes	—	—	Yes
Competitor 2	—	Yes	—	—
Competitor 3	—	—	Yes	—



03

# Sales and Marketing Plan

# Our Services



## Mercury

Mercury is the closest planet to the Sun



## Jupiter

It's the biggest planet in our Solar System



## Venus

Venus has a beautiful name, but it's terribly hot



## Saturn

Saturn is the ringed one and a gas giant

# Break-even Analysis

## High Profit

Neptune is the farthest planet from the Sun

## Profit

Saturn is composed of hydrogen and helium

## Break-even Point

Jupiter is the biggest planet in our Solar System

## Loss

Despite being red, Mars is a cold place

## Big Loss

Mercury is the closest planet to the Sun

# Our Plans



Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust, giving the planet its reddish cast



Yes, Saturn is the ringed one. This planet is a gas giant, composed mostly of hydrogen and helium



Jupiter is a gas giant and the biggest planet in our Solar System. It's the fourth-brightest object in the sky

# Sales and Distribution



# Advertising and Promotion



## Advertising

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon

## PR

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury

## Online

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust, which gives the planet its reddish cast



# Management Plan

# 04

# Our Team



**Mark Doe**

You can replace the  
image on the screen  
with your own



**Adelyn Keller**

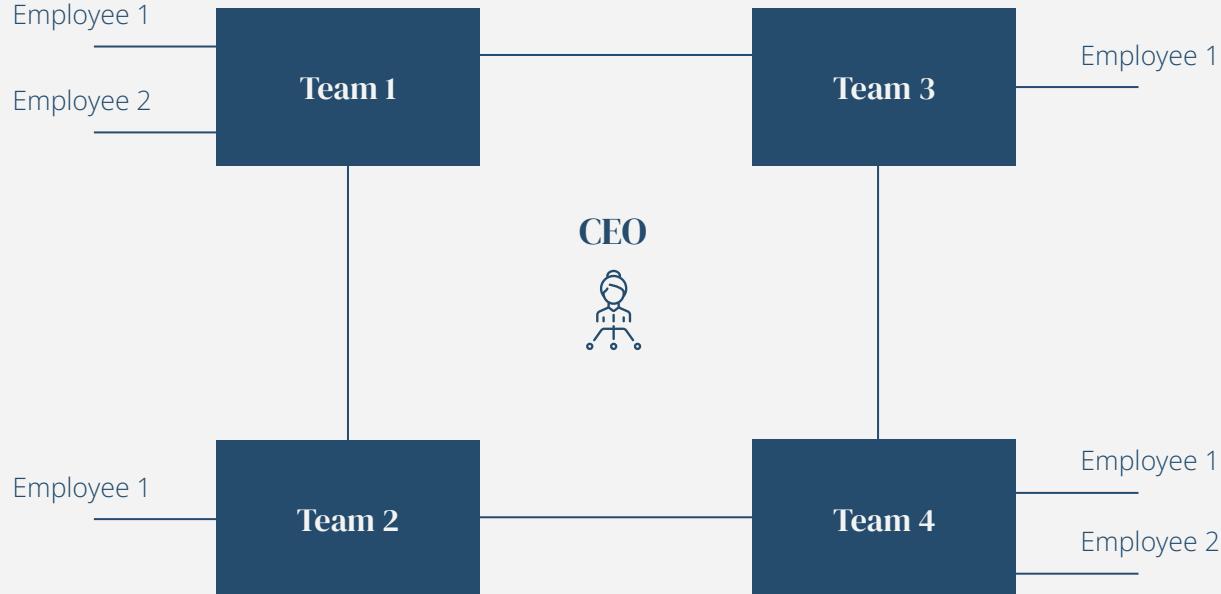
You can replace the  
image on the screen  
with your own



**Charles Jones**

You can replace the  
image on the screen  
with your own

# Organizational Chart



# Our Partners

## Mercury

Mercury is the closest planet to the Sun



## Venus

Venus has a beautiful name, but it's terribly hot



## Jupiter

It's the biggest planet in our Solar System



## Saturn

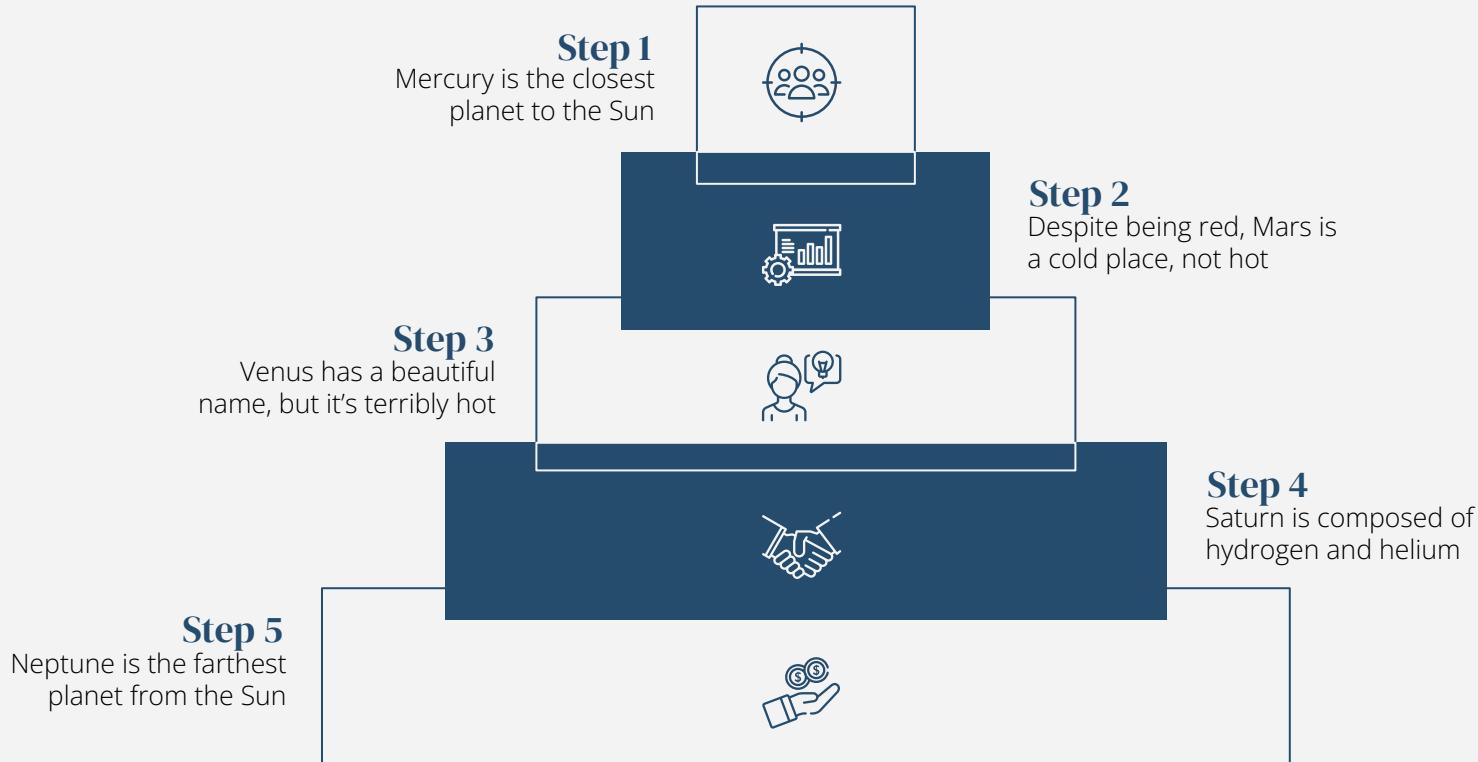
Saturn is the ringed one and a gas giant





# 05 Operating Plan

# Our Process





A blue-tinted photograph of a city skyline featuring several skyscrapers. In the foreground, there's a building with a grid-like facade. In the middle ground, a tall residential tower is visible. The background shows more buildings and a sky filled with scattered clouds. Overlaid on this image is a white rectangular frame containing the text.

# Financial Plan

# 06

# Predicted Growth

**\$150M**  
**Mercury**

Mercury is the  
smallest planet in  
our Solar System

**50%**  
**Saturn**

Saturn is composed  
mostly of hydrogen  
and helium

**\$75M**  
**Venus**

Venus has a  
beautiful name, but  
it's terribly hot

**25%**  
**Neptune**

Neptune is the  
farthest planet from  
the Sun



# Balance Sheet



## Assets

What the company owns

**1M**



## Liabilities

What the company owes

**300K**



## Equity

The difference between assets and liabilities

**700K**



# Thanks

Does anyone have any questions?

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- Low angle view with grandiose buildings
- Low angle building with glass design
- Skyscrapers and blue sky with clouds
- Low angle view glass designed building
- Close-up building with opened window
- Low angle buildings with glass design
- Low angle view of city skyline
- Low angle modern buildings skyline
- Low angle glass designed skyscrapers

- Close-up glass designed building
- Modern buildings skyline view
- Lights from cars on background of historic building
- Low angle tall buildings view
- High angle tall glass building
- Medium shot smiley man posing outdoors
- Businesswoman making phone call outdoors
- Smiling portrait of a young businessman with hands in his pocket looking at camera
- Low angle tall building with many windows
- Low angle view of skyscrapers
- Low angle tall buildings view
- New york stock exchange and buildings of wall street

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#f3f3f3

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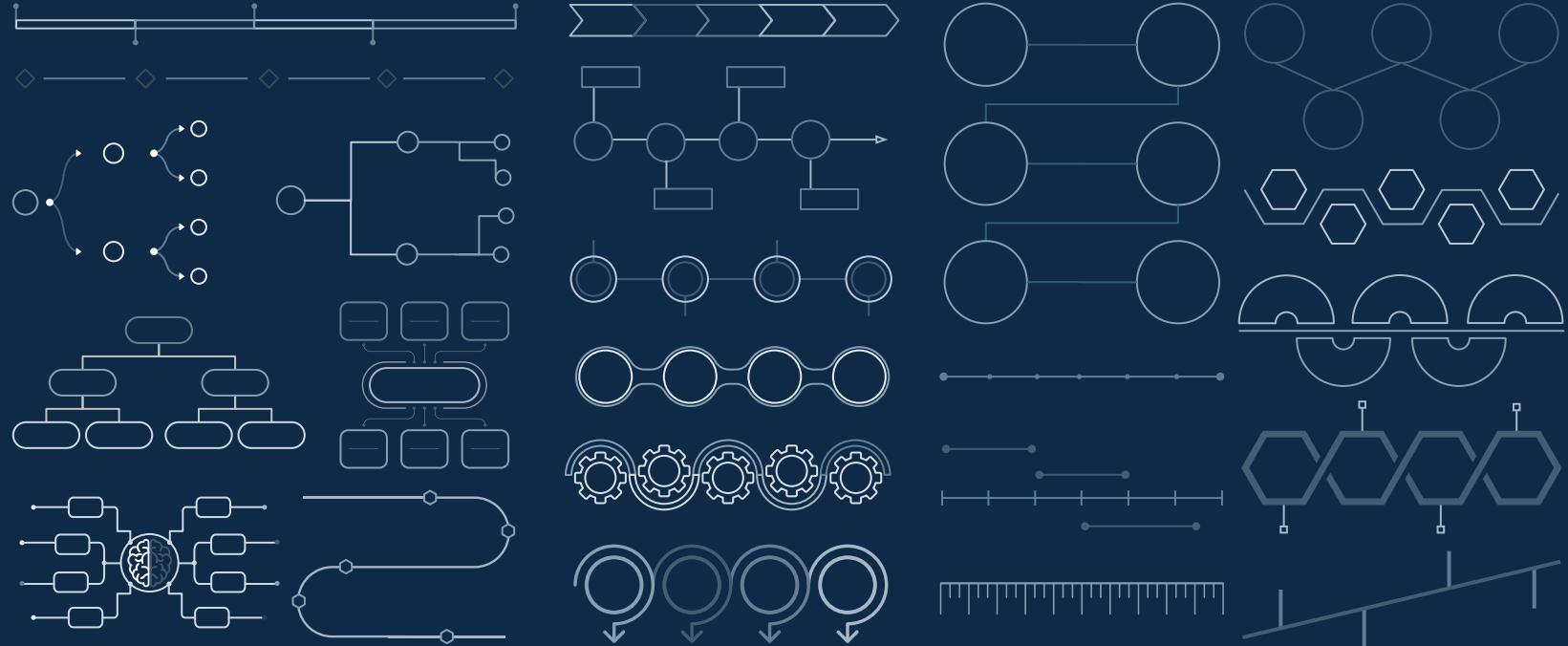
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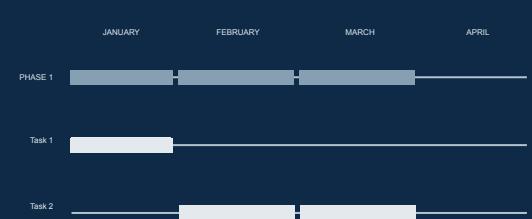
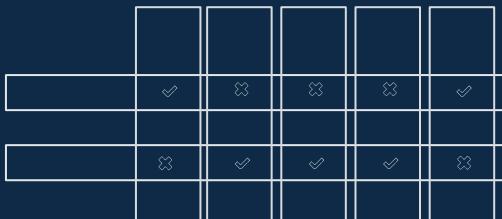
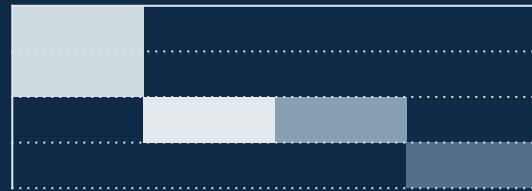
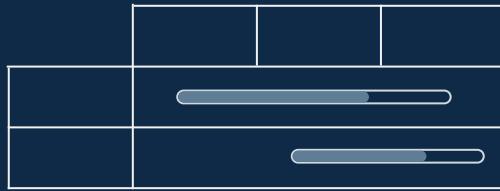
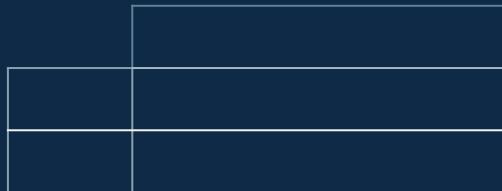
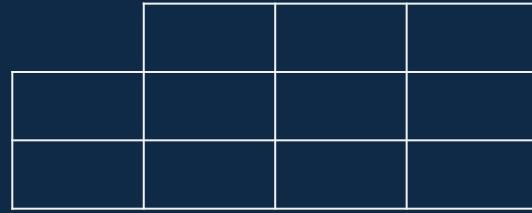
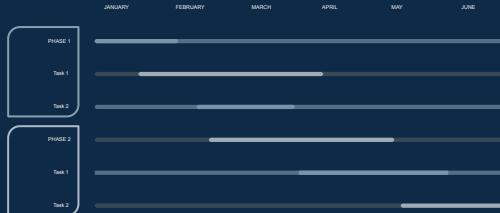
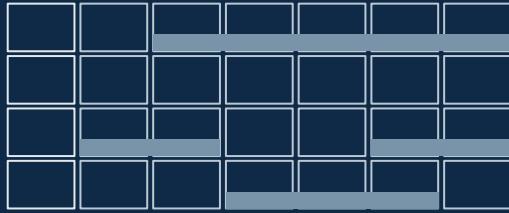
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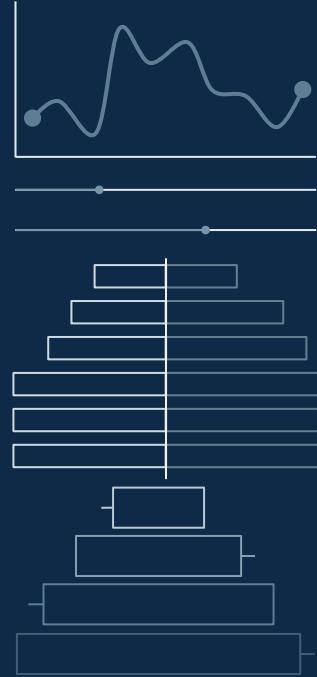
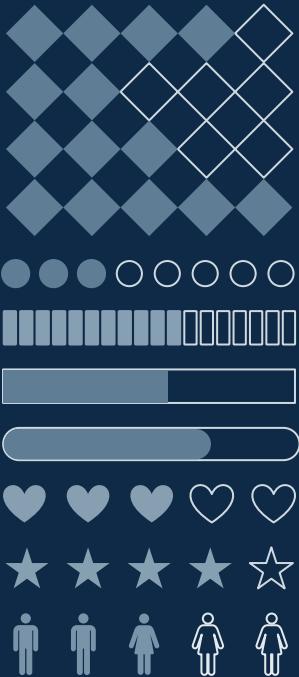
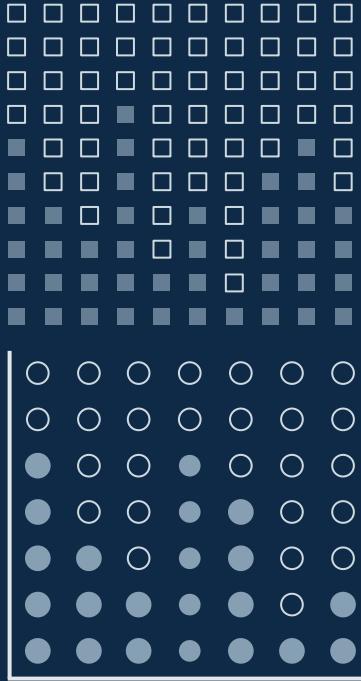












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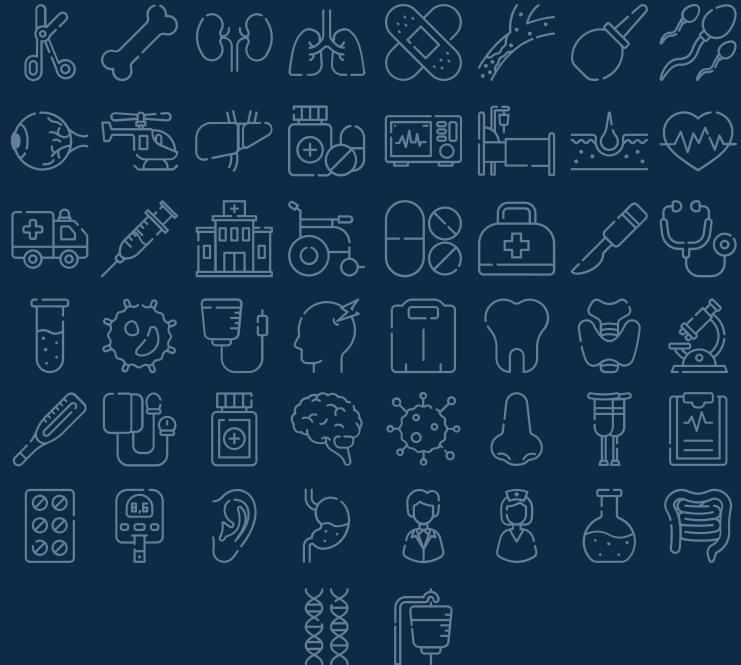
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## Medical Icons



## Business Icons



## Teamwork Icons



## Help & Support Icons



# Avatar Icons



## Creative Process Icons



## Performing Arts Icons



# Nature Icons



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