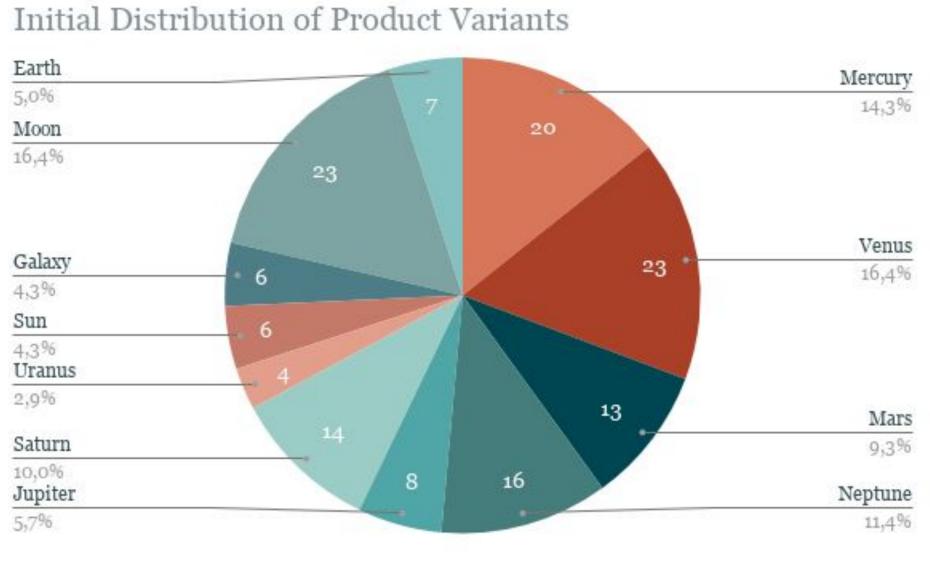
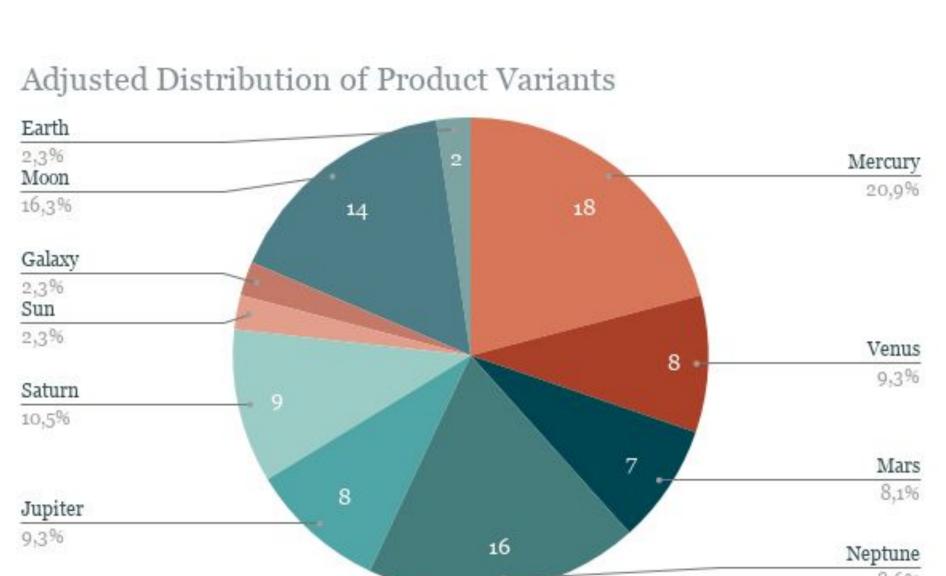


Garden A/S Product Portfolio

Scenario 1 - Product Assortment

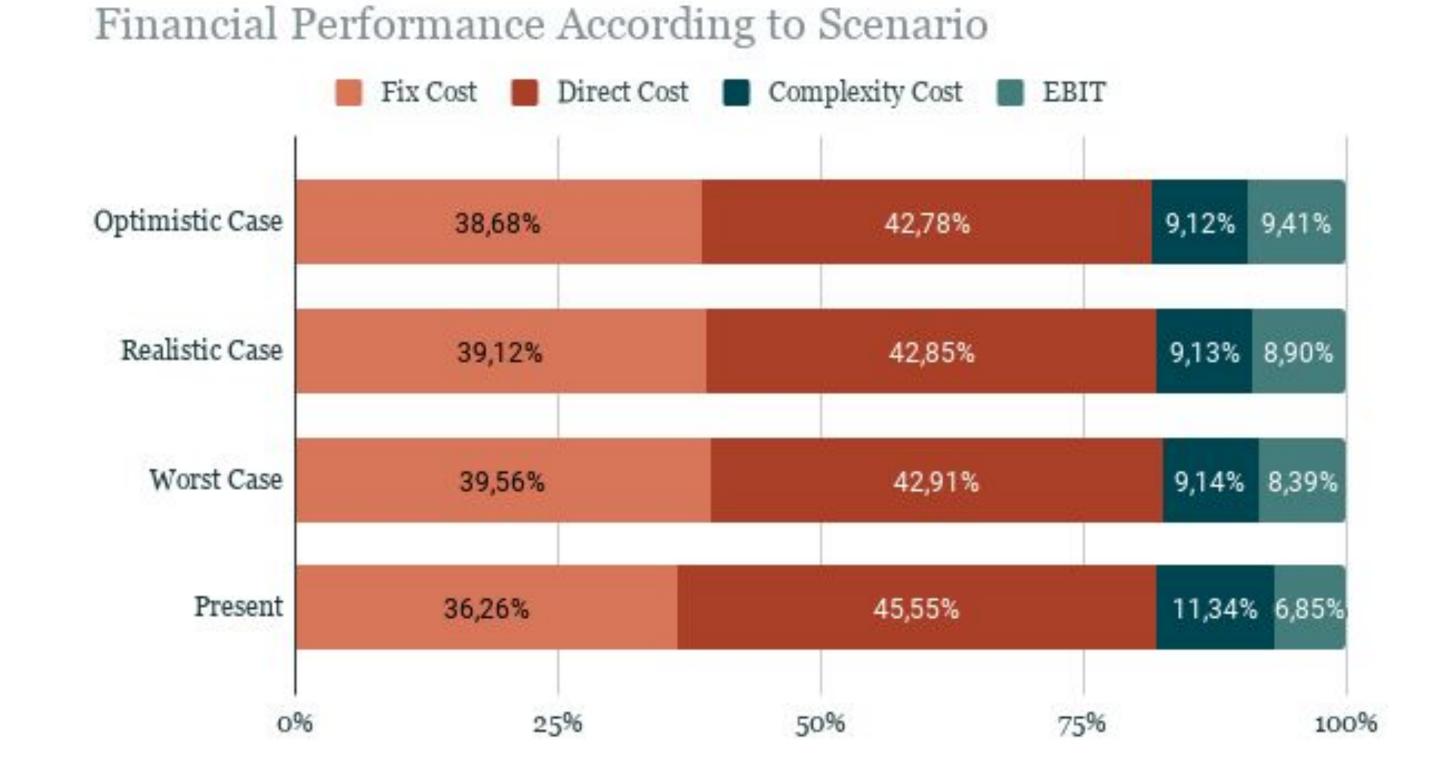
Effect on Product Portfolio





Only B and C products showing unit sales or revenue above the respective 80%-quantile values or a contribution margin ratio of 2x the current EBIT were kept. The remaining B and C products were substituted if possible, otherwise dropped from the portfolio.





Scenario 2 - CODP

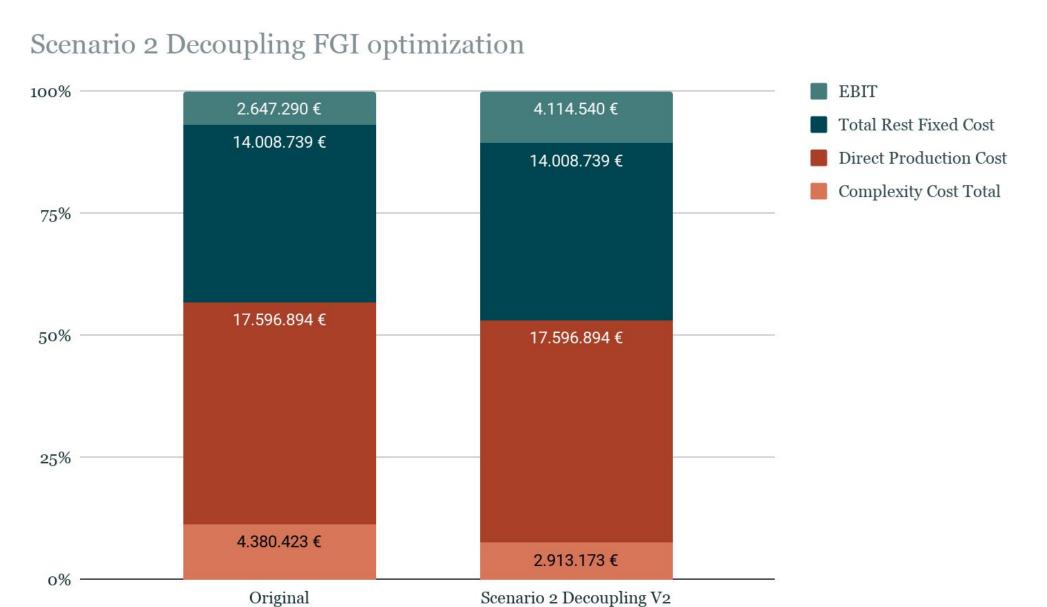
EBIT gain(%) 55,42%

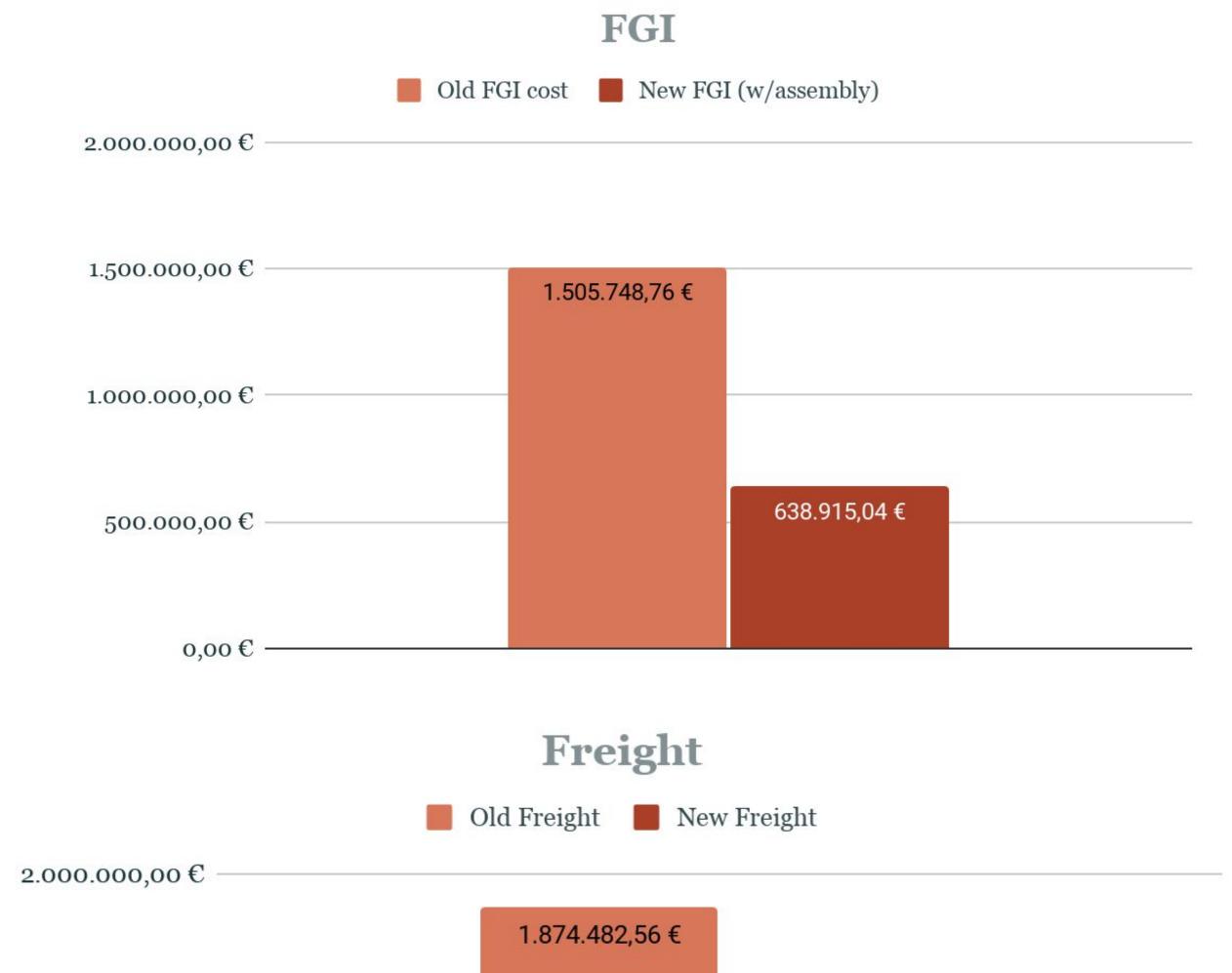
EBIT gain(EUR)

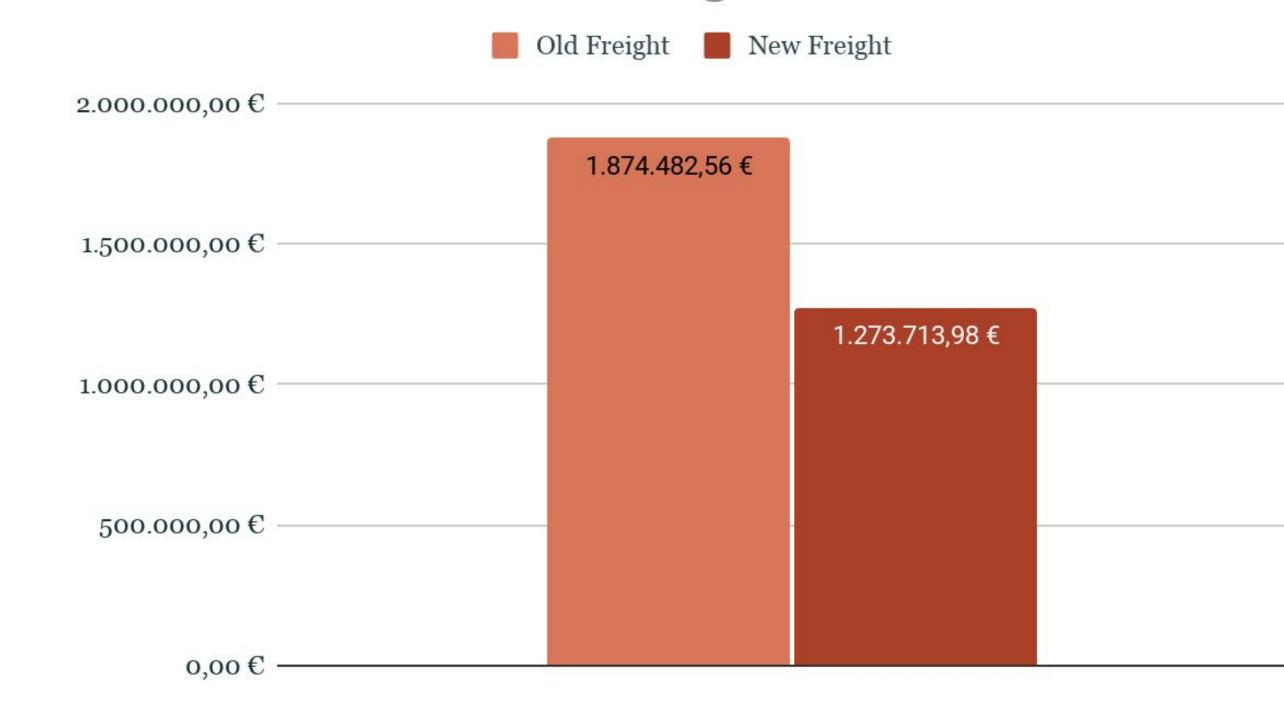
1.801.978€

Model complexity reduction 48,2%

Old EBIT: 2.647.290€ New EBIT: 4.114.539€







Scenario 3 - Freight reduction

Scenarios	Description	Freight method
Product	Calculate cost per product.	Product – Family - Location
Family Location	& Same family/container. Ship from one production facility to one market.	Family - Location
Location	Products in one container are produced in the same facility and have the same market.	Location



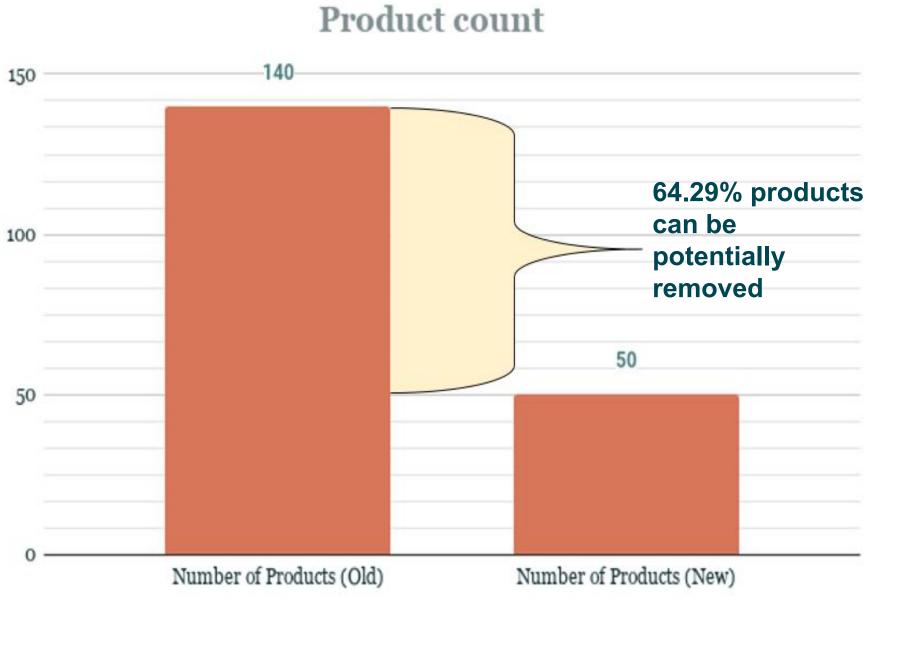
Freight scenarios

Scenarios	Freight costs	Savings	% Savings
Per product	1,874,482.56 €		
Family & Location	3 1,854,142.18 €	20,340.38 €	1.09%
Location	1,854,250.18 €	20,232.38 €	1.08%



Total Freight Cost per scenario 1,880,000.00€ 1,875,000.00€ 1,870,000.00€ 1,865,000.00€ 1,860,000.00€ 1,855,000.00€ 1,850,000.00€ 1,845,000.00€ 1,840,000.00€ Family & Location Per product Location

Scenario 4 - Component Sourcing



Component type with price reduction

Reduction in price

Total product value (Old) = 4.190.233,37 €

Total product value (New) = 3.734.954,55€

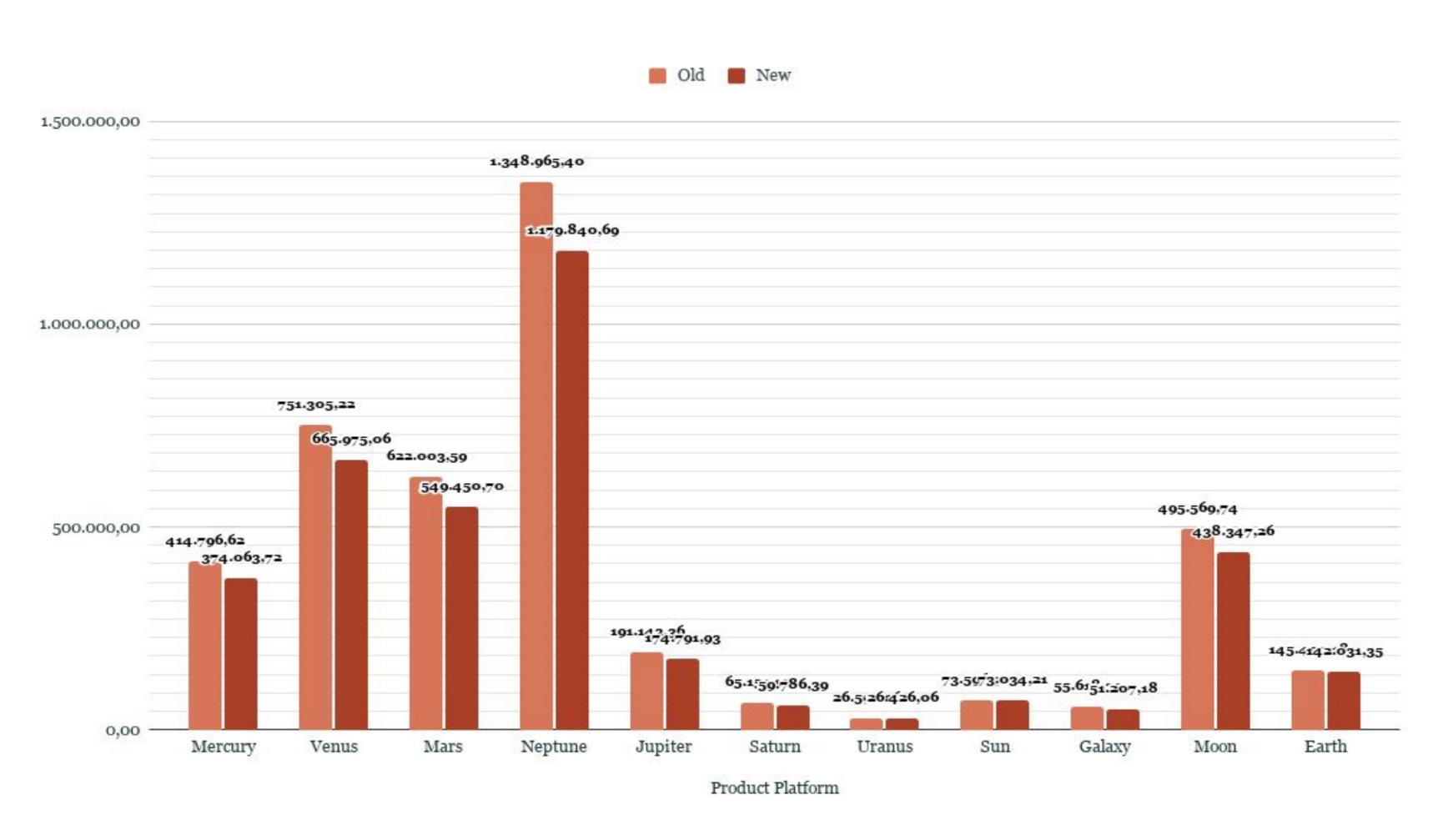
Savings:

- 455.278,82 (€)

- 10.82 (%)

Old EBIT: 2.647.290 € New EBIT: 3.102.569 €

EBIT Gain: **17.20**%



Freight costs & % savings