

Parch & Posey Acquisition Plan

Group 3

Syed Muhammad Kumail Abbas, Zeze Gu, Nida Iqbal, Alexandra Li,
Jackie Min, Hyun-Bi Park, Nico Santoso, Luzhou Shen



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Syed Muhammad Kumail Abbas



Zeze Gu



Nida Iqbal



Alexandra Li



Jackie Min



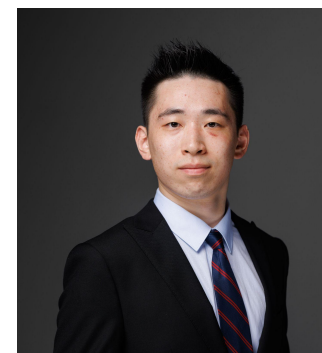
Hyun-Bi Park



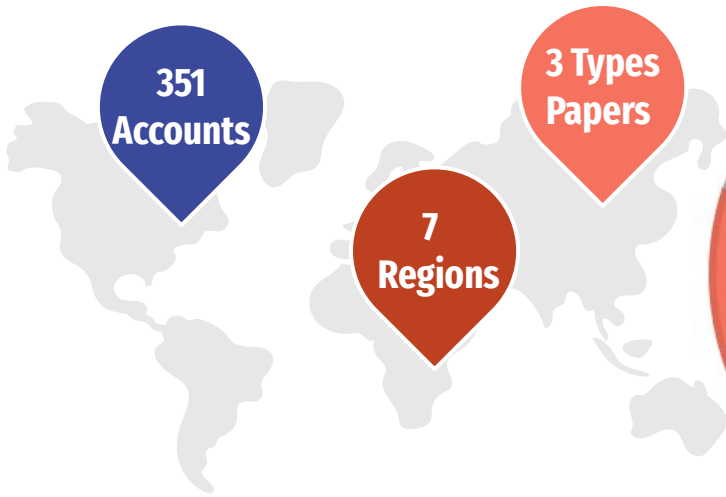
Nico Santoso



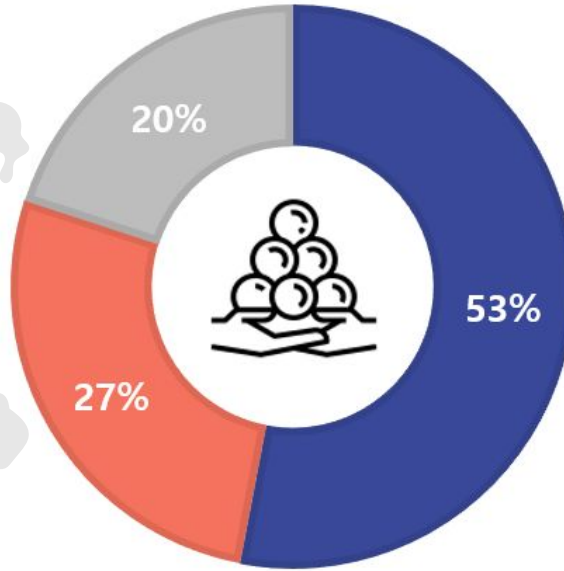
Luzhou Shen



Company Overview: Parch and Posey

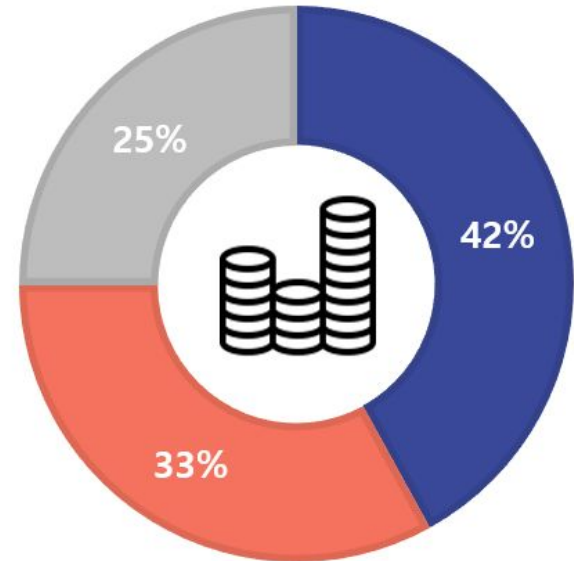


Sales Volume (Quantity)



■ Standard ■ Gloss ■ Poster

Revenue

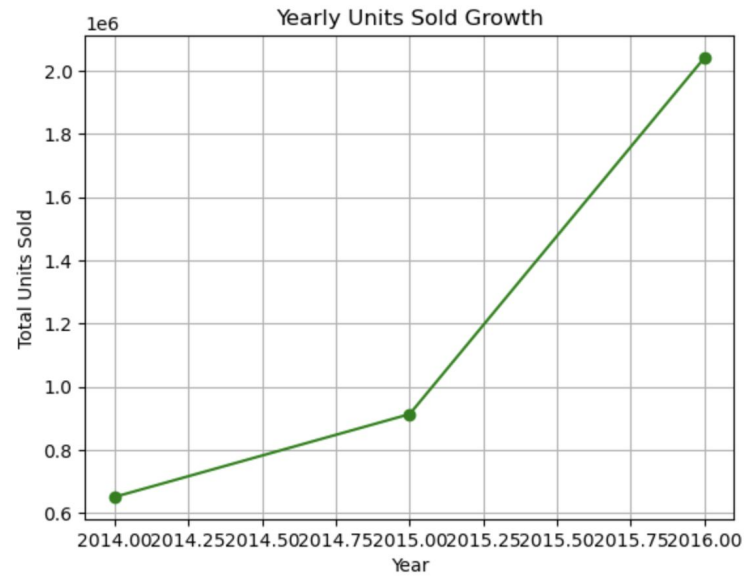
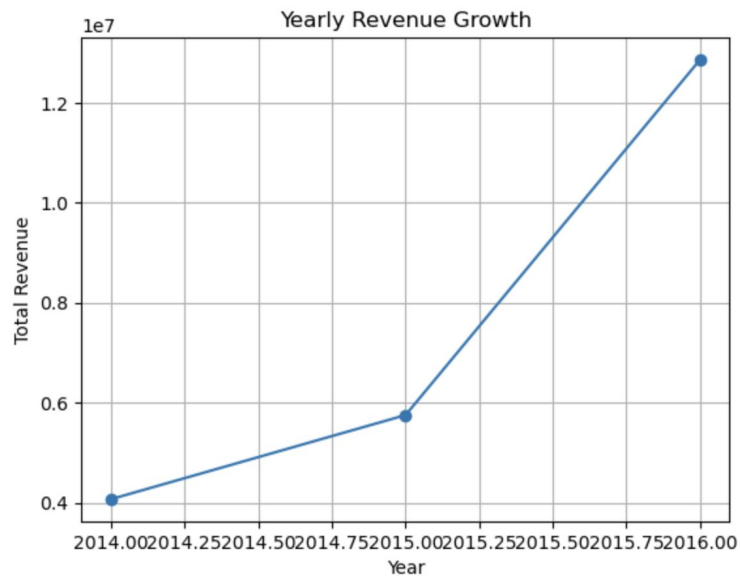


■ Standard ■ Gloss ■ Poster

The company is experiencing growth both in terms of revenue and units sold yearly

	year numeric 🔒	total_yearly_revenue numeric 🔒
1	2014	4069106.54
2	2015	5752004.94
3	2016	12864917.92

	year numeric 🔒	total_units_yearly_sold bigint 🔒
1	2014	650896
2	2015	912972
3	2016	2041600



Incorporating new regions to continue growth

Recommendation:

- Taking 11 sales reps from Northeast, 4 sales reps from Midwest to relocate them to the new regions
- 5 sales rep per new region until more data is available
- Each sales reps can handle 8/9 accounts
- Strategy: Balanced Growth, Adaptability and Data-Driven Adjustments

	region_name character	total_orders bigint	number_of_reps bigint	number_of_accounts bigint	total_revenues numeric	average_revenue_per_order numeric	avg_orders_per_rep bigint	avg_accounts_per_rep bigint	avg_revenue_per_rep numeric
1	Midwest	483	9	41	1711747.25	3543.9901656314699793	53	4	190194.138888888889
2	Northeast	1196	21	97	3999036.82	3343.6762709030100334	56	4	190430.324761904762
3	Southeast	1110	10	86	3545487.49	3194.1328738738738739	111	8	354548.749000000000
4	West	968	10	93	3608646.36	3727.9404545454545455	96	9	360864.636000000000

Can we identify bigger accounts?

'Not group' accounts have a slightly higher average revenue compared to 'group' accounts, contrary to the initial hypothesis

	groupcheck text	avg numeric
1	not group	66351.025481927711
2	group	61831.742777777778

Implications

- Revenue Analysis
- Customer Segmentation

Comparison of avg rev for Not Group and Group accounts

Future Investigation Suggestions

- Deep Dive into Order Data
- Customer Behavior Analysis
- Strategic Account Focus
- Marketing and Sales Alignment



■ Not Group ■ Group

Marketing Strategy

Objective: Focus marketing efforts on new regions - North, South, and International.

Strategy: In each of the old regions, identify and deactivate the channel with the lowest engagement in terms of web events.

This assessment covers channels such as adwords, banner ads, direct traffic, facebook, organic search, and twitter.

Midwest

banner

Northeast

twitter

Southeast

twitter

West

banner

Future Analysis

ROI Analysis

Capital investment
Cost-benefits analysis



Competitor Benchmarking

Market share analysis against
other small paper companies.

Eco-Friendly

Eco-friendly
Production Recycling



Long Term Business Trend Analysis

More data!
Currently we analysed 3 years of
data.

Debt & Financial

Financial health to understand
potential risks involved



Operational Performance Data

Evaluate their supply chain
performances with more
data.

Final Recommendation

- Various factors must be evaluated before coming to a final conclusion on the potential acquisition of Parch and Posey
 - Conduct SWOT analysis to understand potential risks and opportunities
- Group 3 believes that at this moment and given data, **further analysis is essential before Dunder Mifflin comes to a final conclusion.**



Thank you!

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