

## 2 Typical approach for a brainstorming question on profit growth ideas

### Increase sales

- Increase market share
- Approach new customer segments
- Expand geographically
- Launch new products

### Decrease costs

- FC:
  - ...
- VC:
  - ...
- Strategic initiatives
  - Shut down high-cost production facilities
  - Consolidate plants to capture cost synergies

### Focus on high margins

- Focus on high margin...
  - ...brands
  - ...product lines
  - ...customer segments
  - ...geographies