

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