

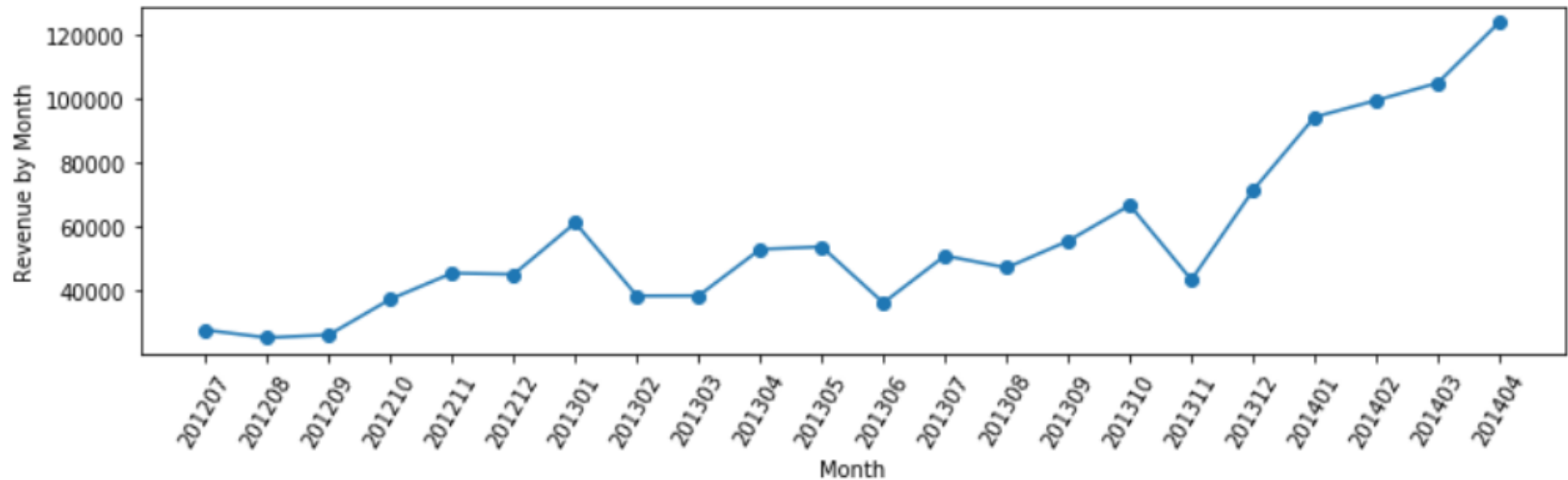


NorthWinds X ZZ Consulting Grp

Future Growth Analysis

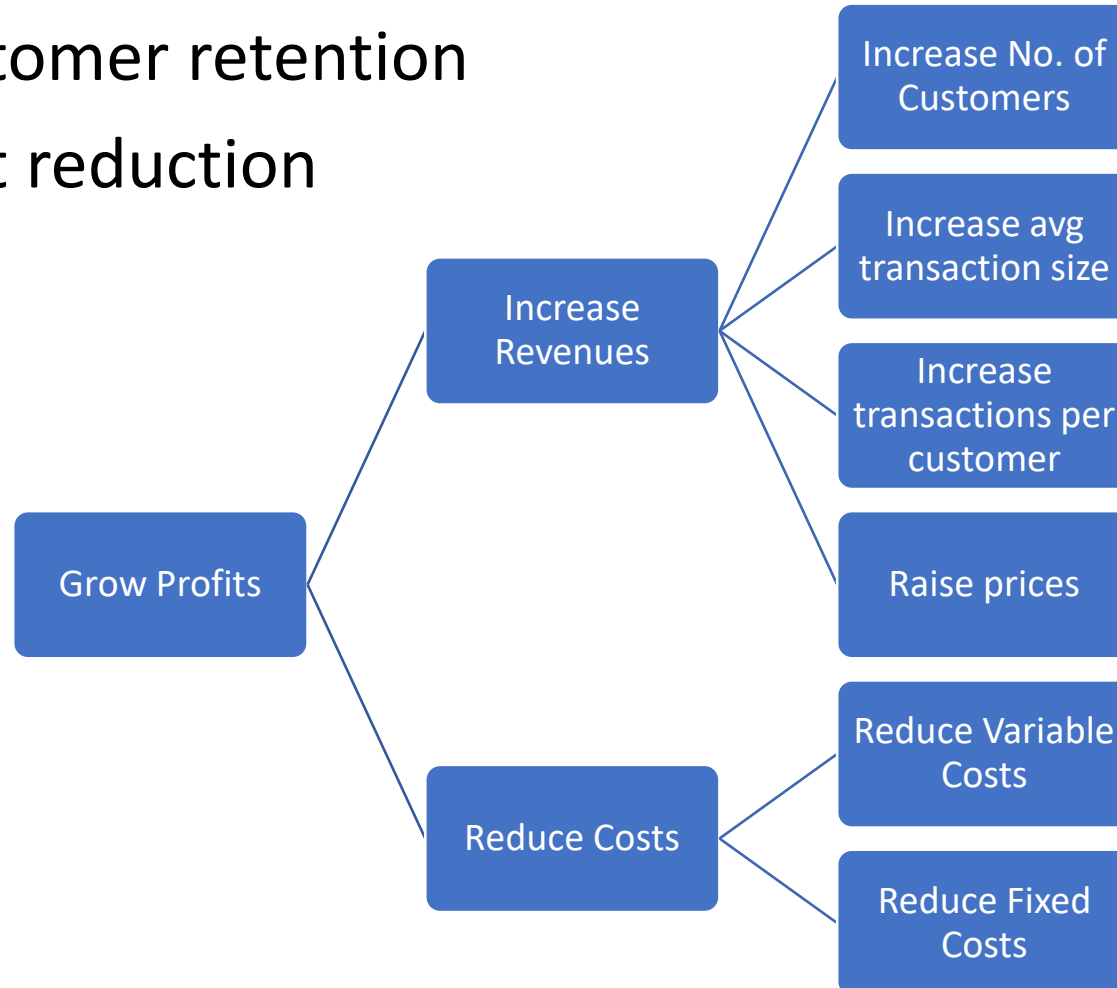
Executive Summary

- Recent growth
- Scalability
- Brand recognition



Goals for analysis

- Customer retention
- Cost reduction



→ What makes the best customer?

→ What retains existing customers?

→ Where are costs highest?

Increase Revenue

Addt'l. items w/discount vs no discount	6.2	3.1	6.7	5.9	5.8
	5%	10%	15%	20%	25%
Discount Levels					

- High discounts don't lead to continued sales increase

Increase Revenue

No. lifetime
orders to-date

13.5 orders

Discount
on 1st order

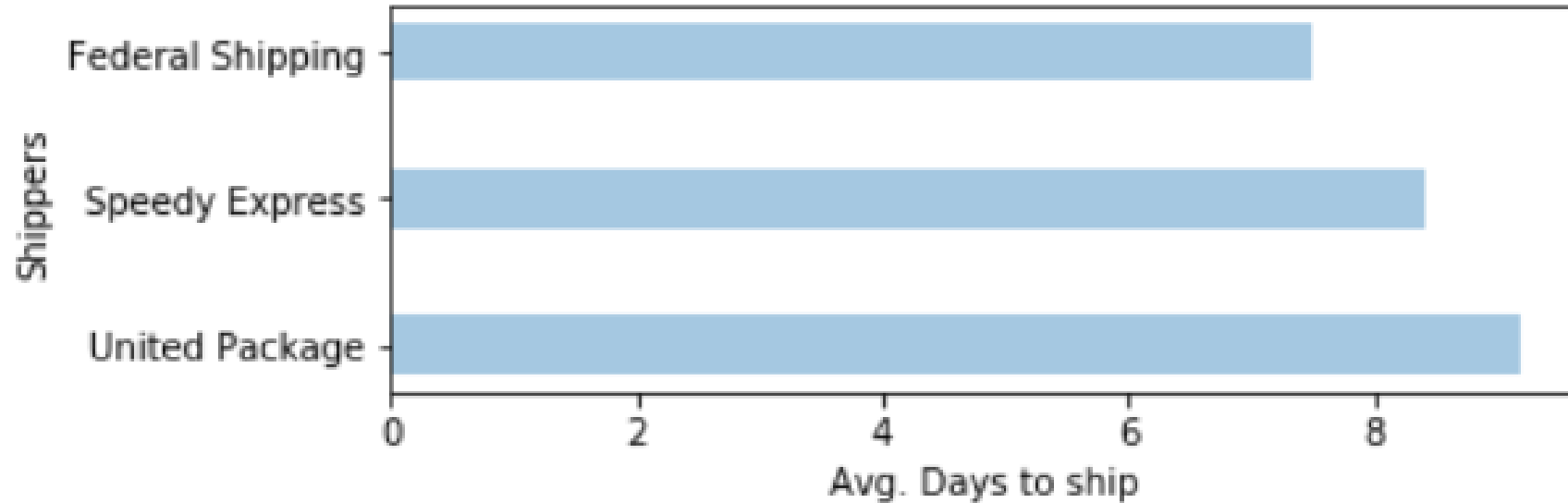
7.2 orders

No discount
on 1st order

- Initial discounts yield more lifetime orders

Increase Revenue

- Federal Shipping is the fastest processor



Reduce Costs

- Speedy Express has lowest costs



Recommendation

- Continue to offer discounts at a level that makes reasonable sense
 - Additional analysis will determine where the correct discount level is to maximize revenue
- Offer discounts in a customer's first order
- Build better rapport with customers by reducing time to ship
- Reduce variable cost by negotiating better rates with Federal Shipping and United Packaging.

Future Work

- Recent growth
- Maximize discount revenue
- Compare other local shippers

An aerial photograph of a large red oil tanker ship sailing on a calm blue sea. The ship is viewed from an elevated angle, showing its length and the various structures on deck, including cranes and a helicopter landing pad. The ship is moving towards the right, leaving a white wake behind it. The text "Thank you for joining for today's presentation" is overlaid in white, sans-serif font across the middle of the image.

Thank you for joining for
today's presentation