

AGENDA

1.What is the MonsoonSim

2.Situation

3.Strategy

4.Action

5.Crisis

6.Performance

1.What is the MonsoonSim



→ Environment

→ Limitation

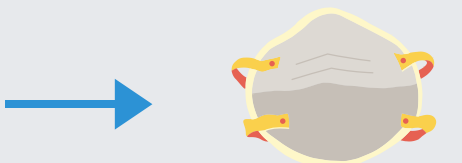
→ product



Dust mask




Surgical mask





N95 mask

1.What is the MonsoonSim

				
Config./ Market	RETAIL	B2B	E-COMMERCE	SERVICE
Term of Payment	Cash on delivery	0-10 Days	3 Days	5 Days
Investment	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Revenue	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Margin	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Set Price	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Bidding	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Volumn	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>

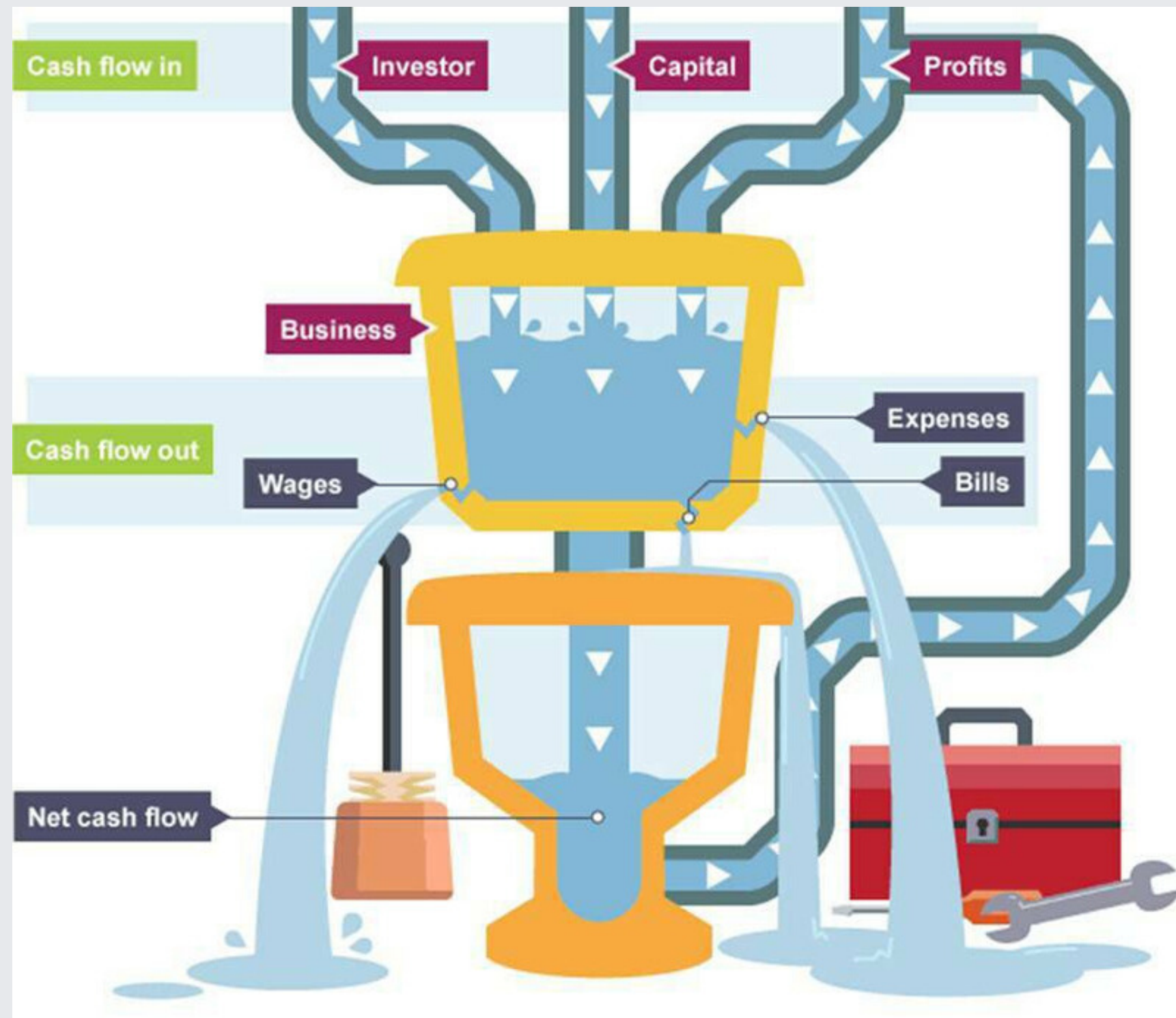
2.Situation

Configuration : Original vs Change

CONFIGURATION	ORIGINAL	CHANGE
CASH ON HAND	3,500,000	2,000,000
PRICE	15 / 17 / 19	20 / 42 / 140
INITIAL DEMAND IN B2B	100,000	75,555
LOAN		
OVERDRAFT	2,500,000	0
TEAM OF PAYMENT	5 DAYS	10 DAYS
NUMBER OF MAXIMUM MACHINCES		1
CREDIT LIMITED	4,000,000	2,000,000
RANDOMLY DEACTIVATE SOME PRODUCT IN GAME		
NUMBER OF REAL PLAYER PER TEAM	5	4

2.Situation

CASH FLOW



3.Strategy

3.1.Focus on the one market

3.2.Focus on one product

3.Strategy

3.1.Focus on the one market

				
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→  **Retails Market**

3.Strategy

3.2.Focus on one product

TYPE	DAMAND (UNIT)	PRODUCT (THB/UNIT)	BILL OF MATERIAL(THB)	INITIAL COST	INITIAL PRICE	GROSS PROFIT
DUST MASK	7,340,004	18	1 HYGIENE PLASTIC BAG(UNIT)=3*1 2 ELASTIC(UNIT)=4*2 3 DUST FILTER(UNIT)=2*3	20	61.39	318,482,773.56
SURGICL MASK	7,599,803	22	1 HYGIENE PLASTIC BAG(UNIT)=3*1 2 ELASTIC(UNIT)=4*2 2 SURIGAL GRADE FILTER(UNIT)=5*2	42	91.83	530,694,243.49
N 95 MASK	7,355,238	36	1 HYGIENE PLASTIC BAG(UNIT)=3*1 2 ELASTIC(UNIT)=4*2 2 SURIGAL GRADE FILTER(UNIT)=12*2	140	172.61	1,004,799,063.18

cost machine

TO PRODUCTION 1 THB/UNIT

→ N95



✓

- Most needed in the market

✓

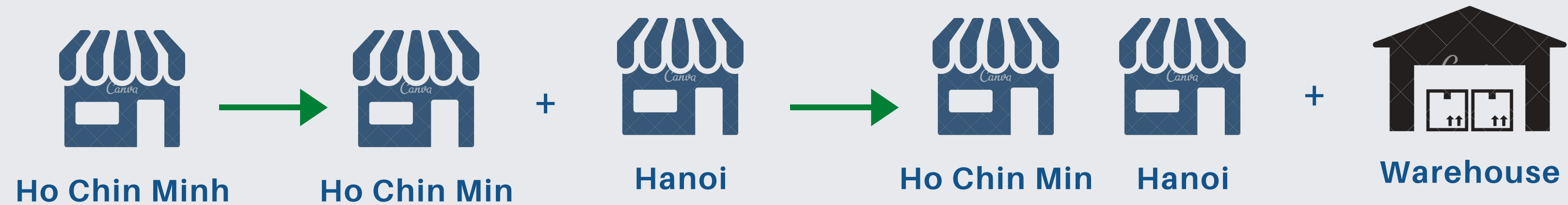
- Most gross profit margin

✓

- Most innitial price cost

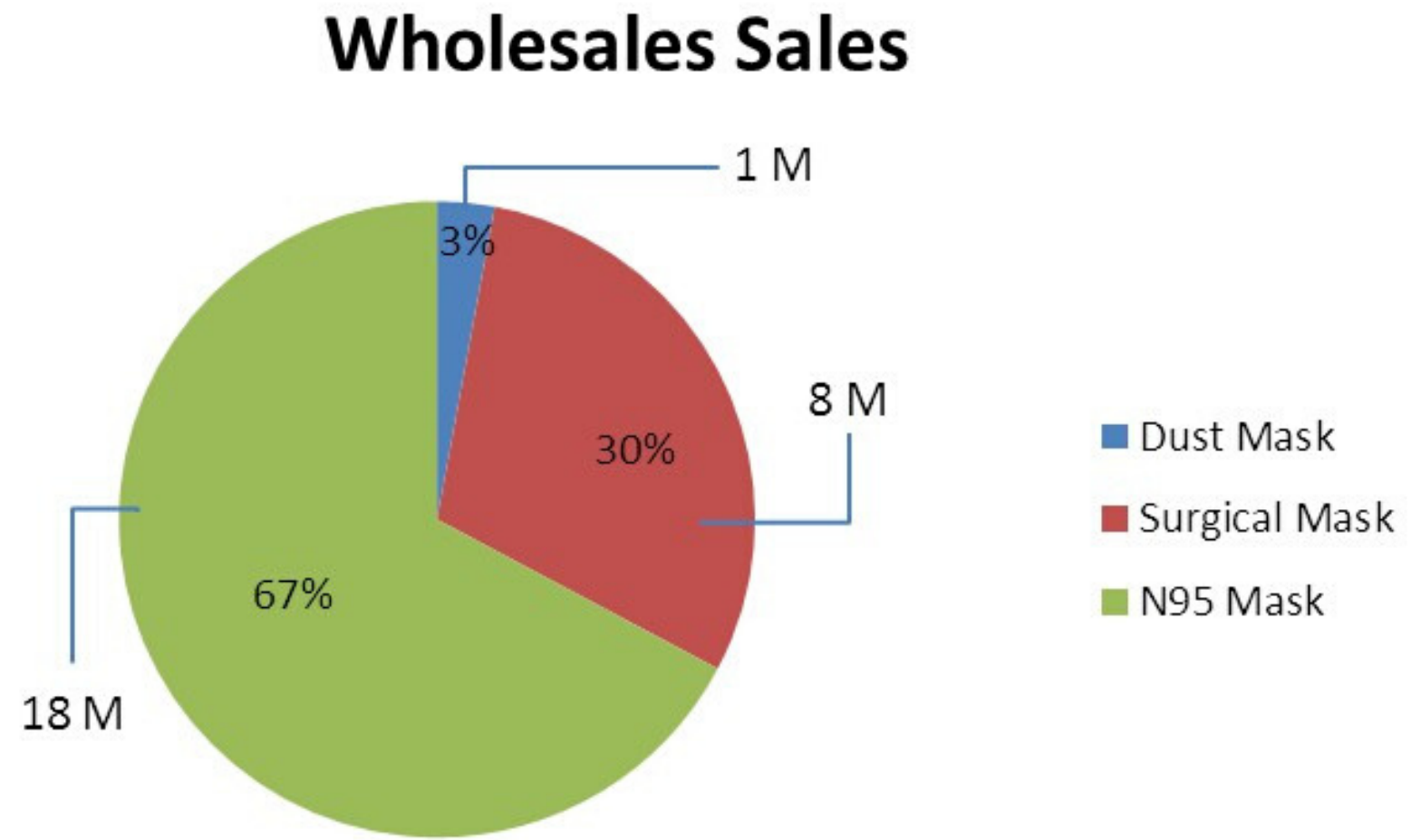
4.Action

4.1.Starting with retails



4.Action

4.2. N95 is the best



5.Crisis

Crisis → Dust mask was banned

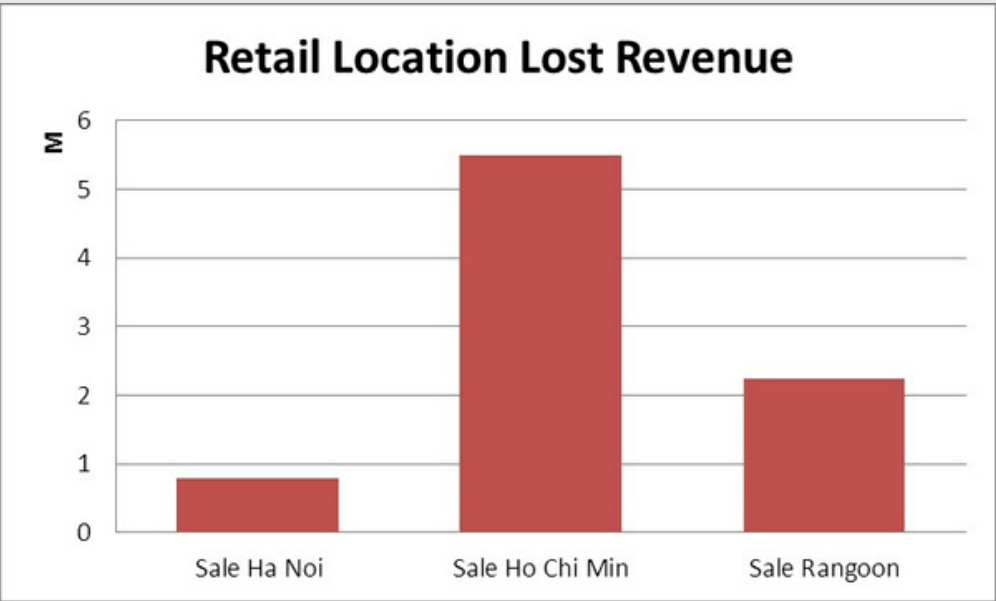
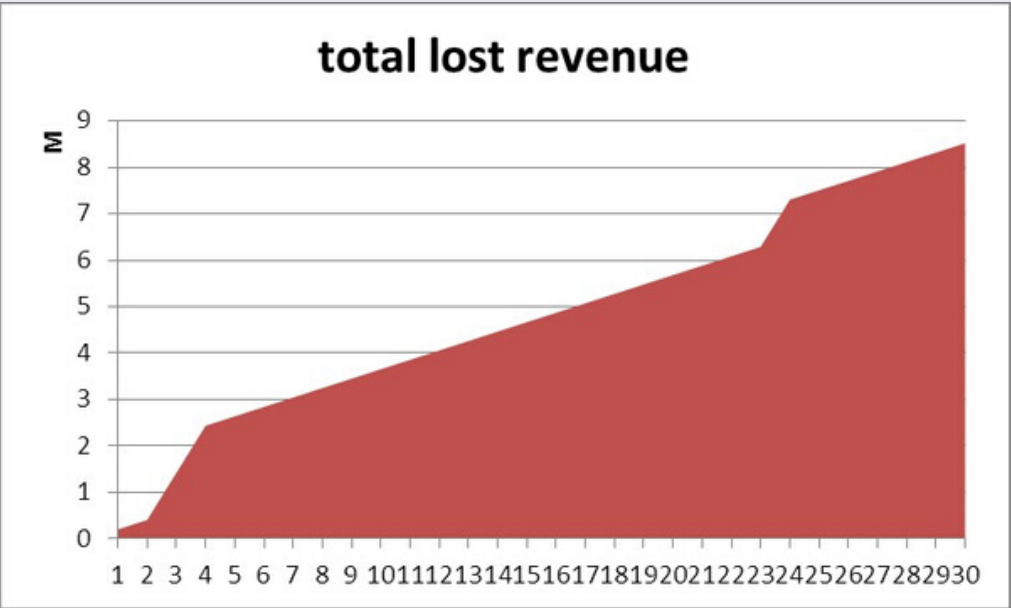
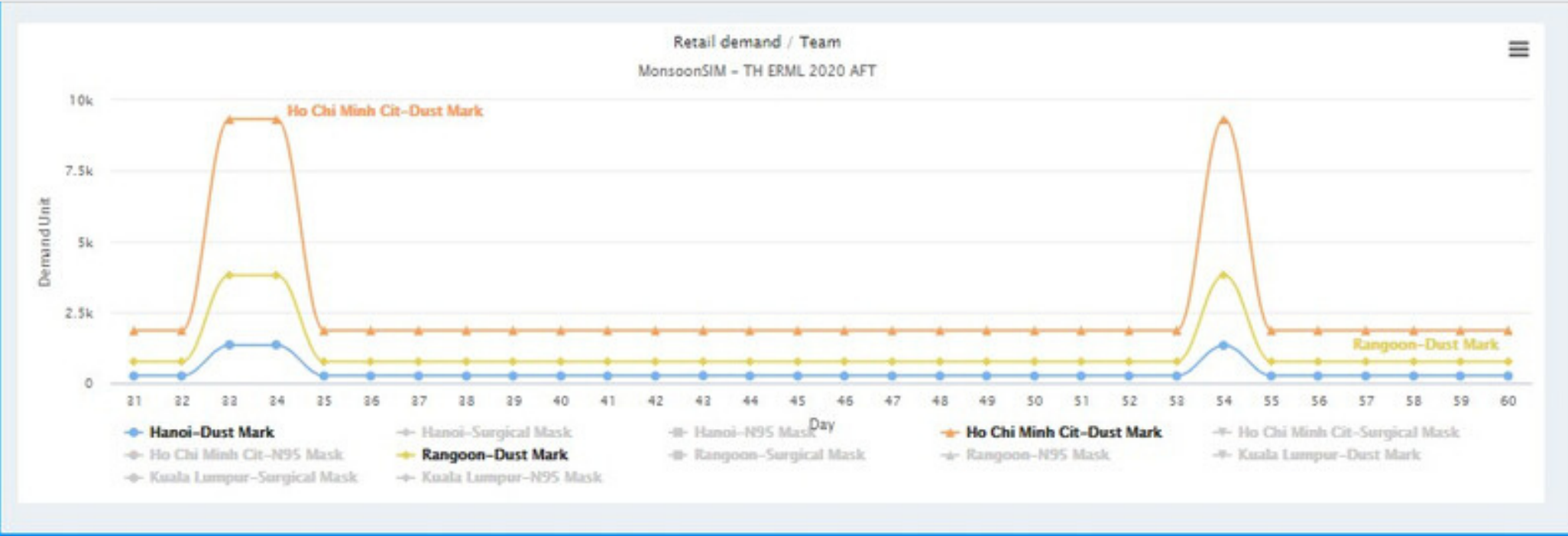
Dust mask		
Surgical mask		
N95 mask		



5.Crisis

Crisis
Day 31-60

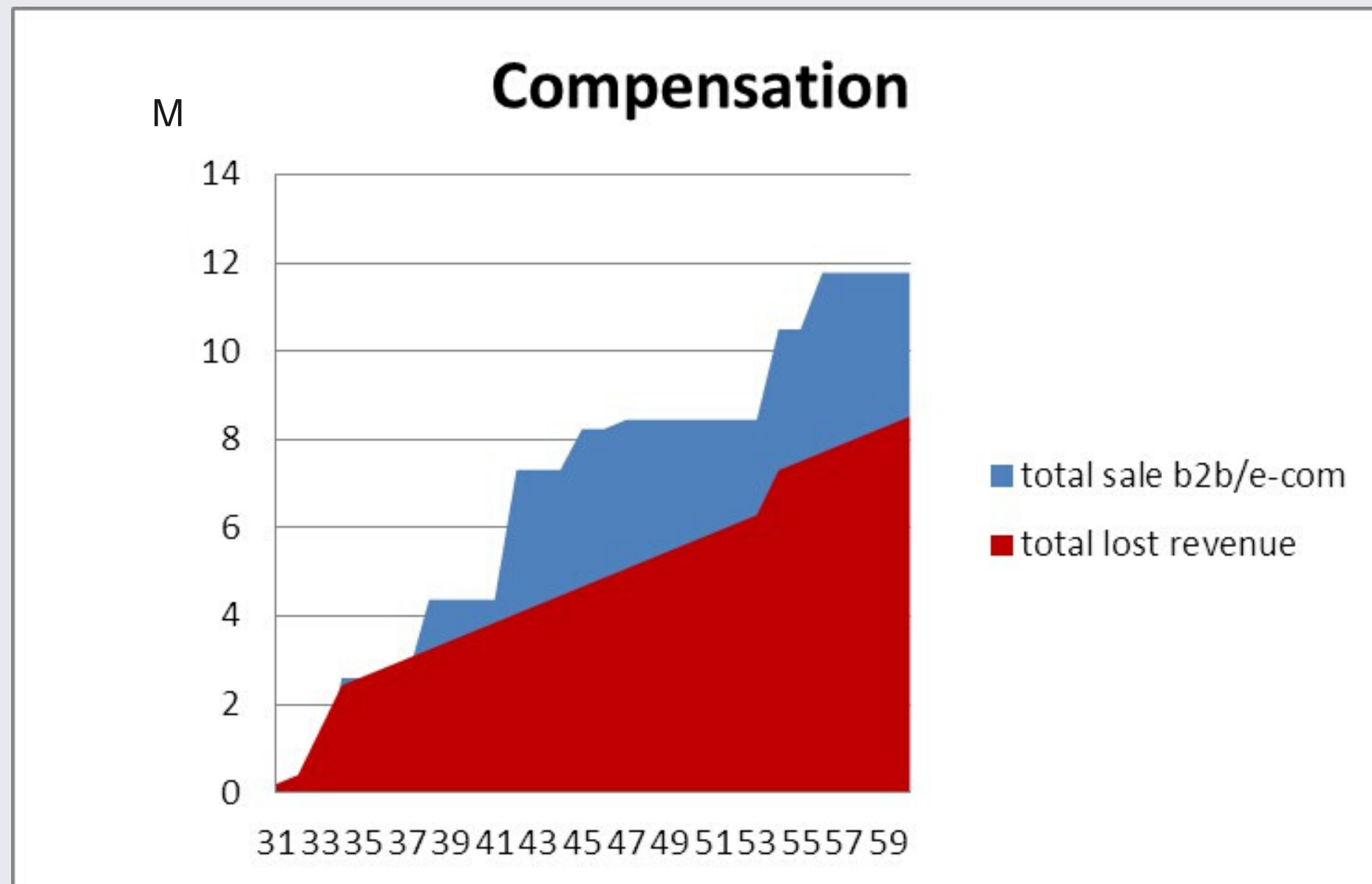
→ Dust mask was banned



5.Crisis

Crisis Handling

Total sale B2B + E-commerce > **Total lose revenue**



6. Performance

6.Performance

PERFORMANCE DASHBOARD

