



CHULALONGKORN
BUSINESS SCHOOL
FLAGSHIP FOR LIFE



PWRANGERS TEAM

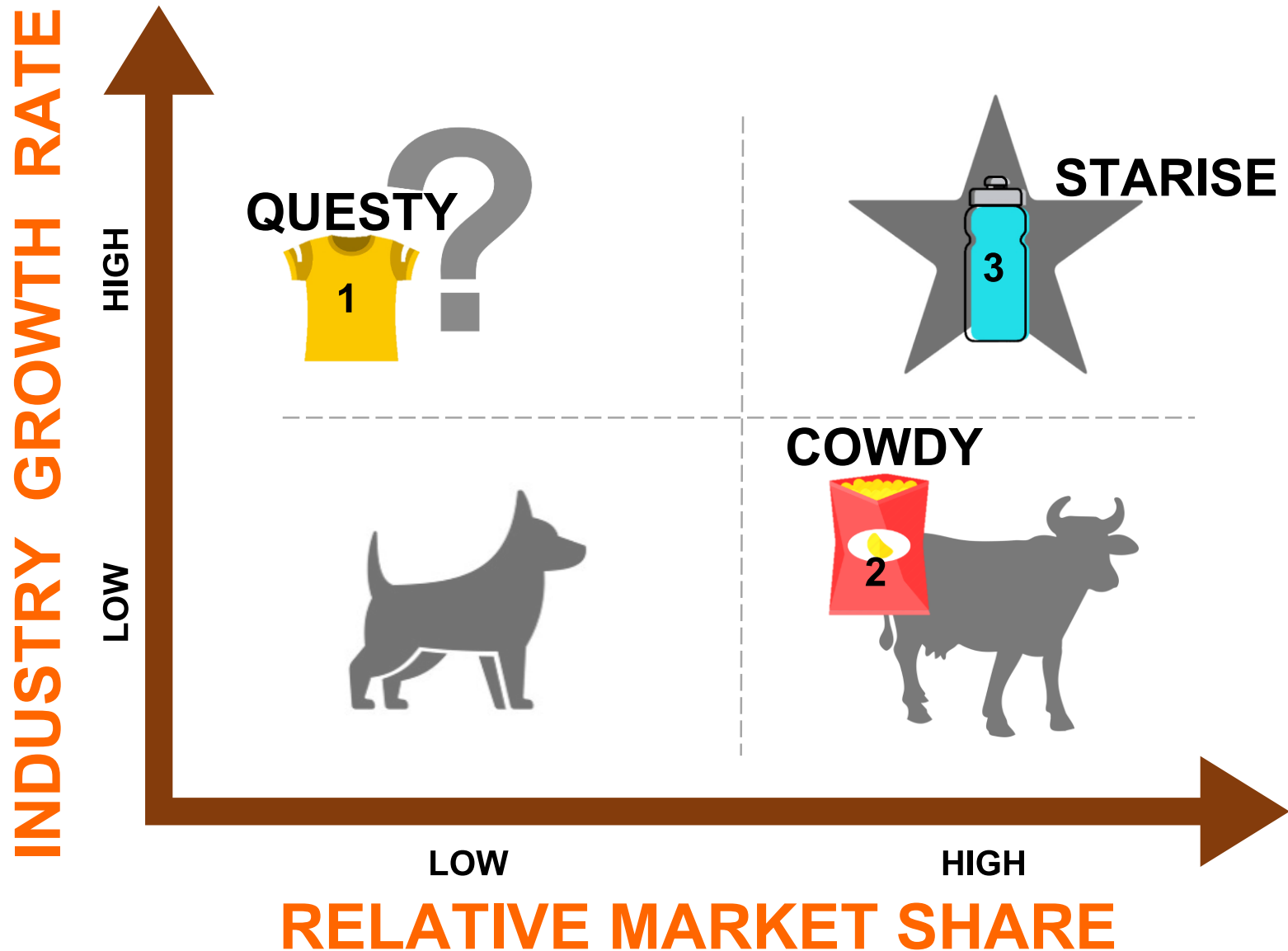
GRAND FINAL OF

TH ERM CHALLENGE 2018



**“ DECODE MonsoonSIM
TO OUR FUTURE USE ”**

BCG MATRIX



QUESTY Co.



HIGH growth rate
LOW market share

- **Low initial investment**
- **Retail vs Wholesale**



QUESTION

CASH COW

STAR

SUMMARY

SOLUTIONS

Wholesale
& Retail



Wholesale



Retail



QUESTION

CASH COW

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SUMMARY

Wholesale & Retail

**Selling in both
retail and wholesale market**



**Using much initial investment
leads to take out a loan**



Lots of expenses and liabilities



Bankrupt within a short period



QUESTION

CASH COW

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SUMMARY

SOLUTIONS

Wholesale
& Retail



Wholesale



Retail



QUESTION

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SUMMARY

	WHOLESALE	RETAIL
Rental cost	LOW	HIGH
Marketing cost	LOW	HIGH
Salaries of selling staff	-	HIGH
Cost per unit	LOW (due to lots of amount per order)	HIGH
Revenue fluctuate by demand	LOW	HIGH
Margin	LOW	HIGH

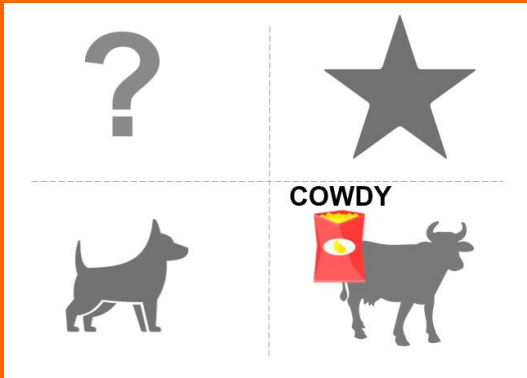
QUESTION

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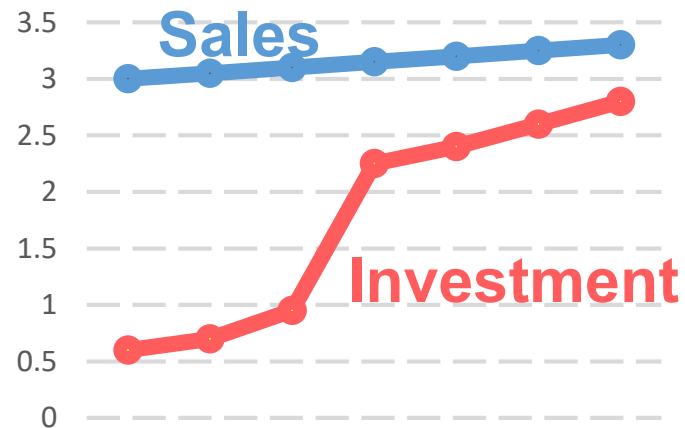
SUMMARY

COWDY Co.



LOW growth rate
HIGH market share

- Expanding business goal
- But growth rate of sales slightly rise up



SOLUTIONS

Retail



**Increase sales
from other markets**

Selling machines



To divestment

QUESTION

CASH COW

STAR

SUMMARY

DECISION POINT

➔ Amount of **CASH ON HAND**

Finance ^ ⓘ	
Sales (SGD)	103,657,659
Trading Profit (SGD)	36,717,727
Operating Expense (SGD)	14,687,778
Net Profit (SGD)	22,030,049
Cash On Hand (SGD)	19,350,569
Overdraft (SGD)	0
Bank Facility (SGD)	0
#Delinquent Payout (Occurance)	0
COGS - Apple Juice (SGD)	16.24
COGS - Orange Juice (SGD)	19.80
COGS - Melon Juice (SGD)	22.25

QUESTION

CASH COW

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SUMMARY

SOLUTIONS

Retail



**Increase sales
from other markets**

Selling machines



To divestment

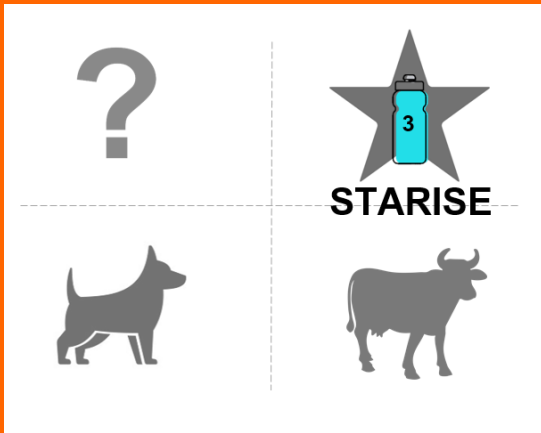
QUESTION

CASH COW

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SUMMARY

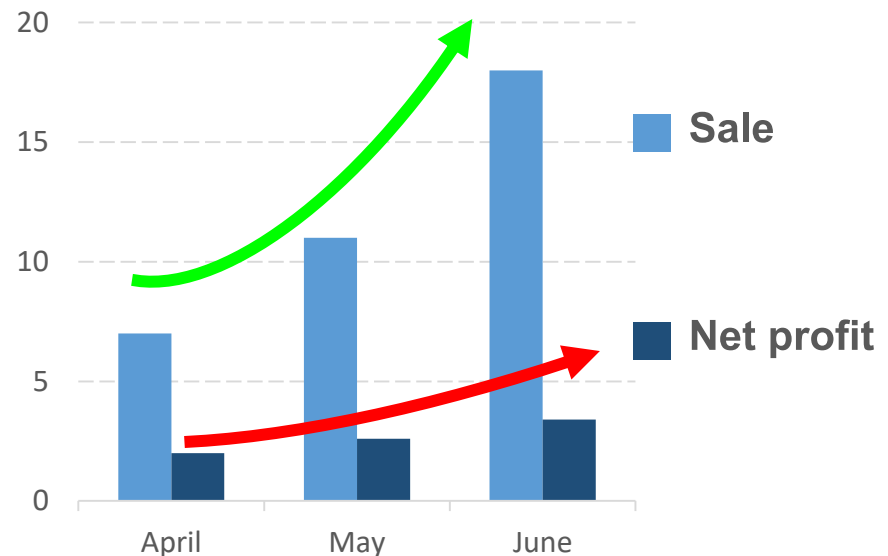
STARISE Co.



HIGH growth rate
HIGH market share

↑ High Sales

↓ Low Net profit



QUESTION

CASH COW

STAR

SUMMARY

FINANCIAL ANALYSIS

	20X7	20X8
Operating Revenue	85,537,626	111,493,214
- Retail Sales TOTAL	-	26,974,222
- Wholesale Sales TOTAL	84,145,892	83,093,040
- Service Sales TOTAL	1,391,734	1,425,952
COGS	57,876,338	79,356,480
Gross Profit	27,661,288	32,136,734
Operating Expense	16,439,592	25,283,456
<hr/>		
- Penalty cost	891,000	4,291,000
<hr/>		
Net Profit(Before Tax)	11,221,696	6,853,278

 **30%**

	20X7	20X8
Gross profit margin		
= $\frac{\text{gross profit}}{\text{operating revenue}}$		
	32.33 %	28.82%

 **11%**

 **380%**

 **36%**

QUESTION

CASH COW

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SUMMARY

Why COGS and Penalty cost rise up?

Penetrate the retail market



Outdated inventory system



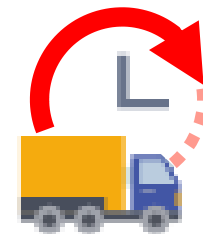
Misunderstand



sales department



Late delivery



↑ Penalty cost

↑ COGS

QUESTION

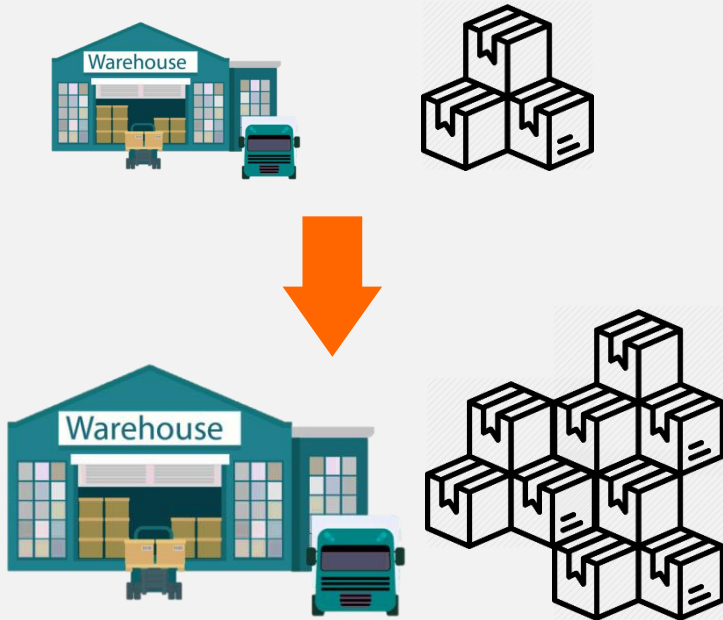
CASH COW

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SUMMARY

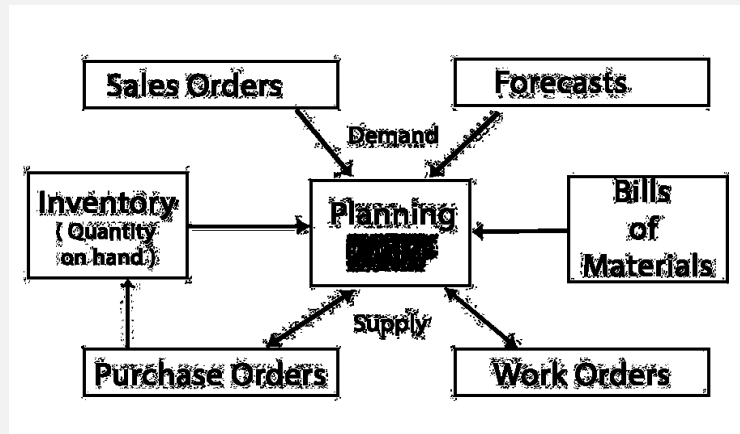
SOLUTIONS

Renting more warehouse spaces



MRP system

(Material Requirements Planning)



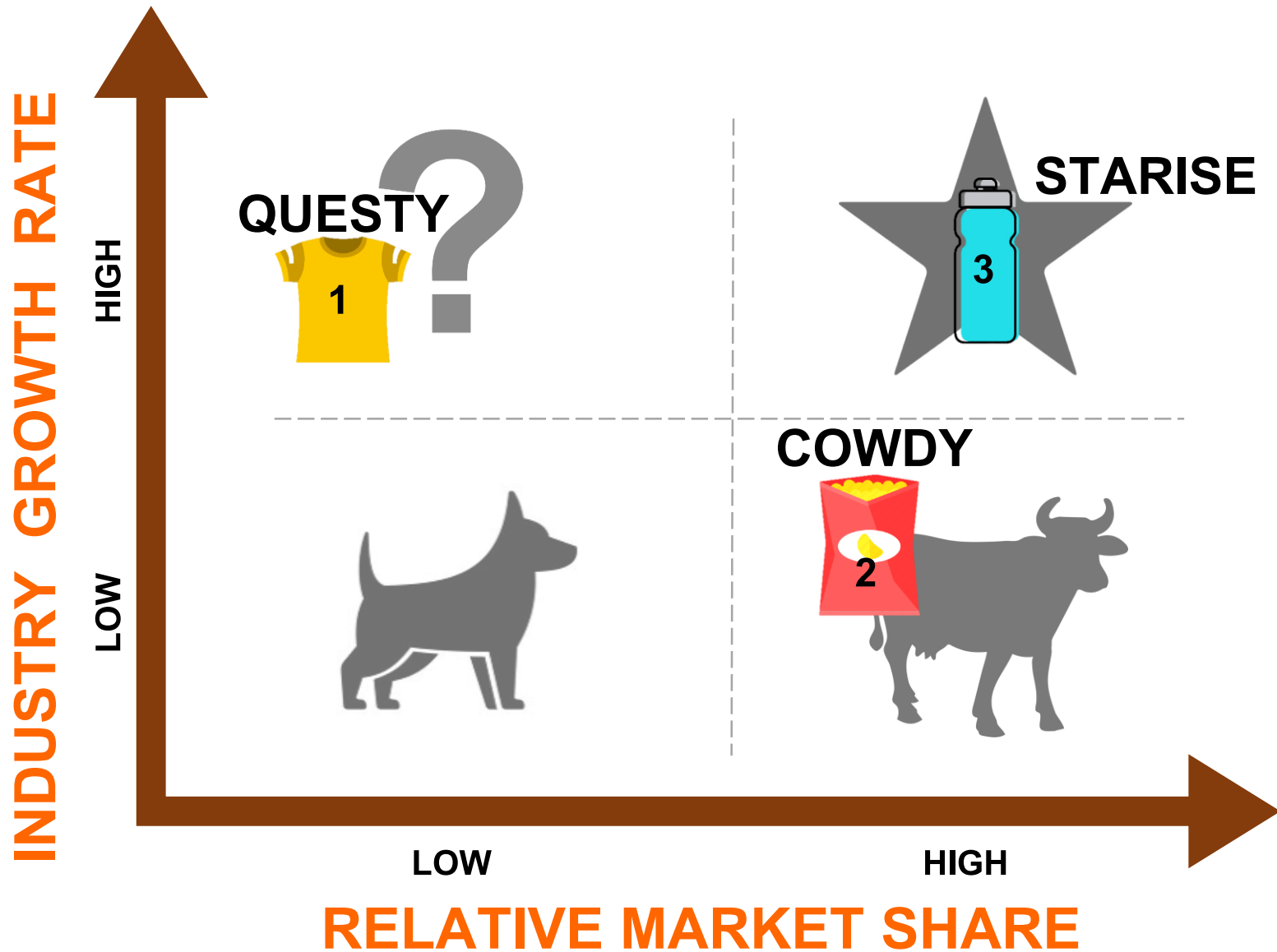
QUESTION

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SUMMARY

SUMMARY





“ DECODE **MonsoonSIM**
TO OUR FUTURE USE
AS A **CONSULTANT** ”

