

“Does this sound familiar?”

Income Statement

	2018 (in M)	2017 (in M)	Variance \$ (in M)	Variance %
Average Price	\$ 115.10	\$ 110.20	\$5	5%
Sales Volume	11	12	(1)	(6%)
Revenue	\$ 1,358	\$ 1,380	(\$22)	(2%)
Discounts	135	130	\$5	4%
Net Sales	\$ 1,223	\$ 1,250	(\$27)	(2%)
Cost of Goods Sold	932	937	\$5	1%
Gross Margin	\$ 291	\$ 313	(\$22)	(7%)
Selling, general and administrative	121	123	(\$2)	(2%)
Profit	\$ 170	\$ 190	(\$20)	(11%)

Profits are down by **11%**



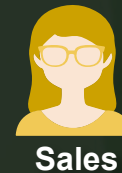
“We took too much price”



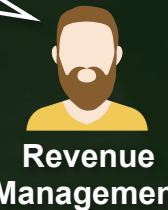
“What do we do now?”



“Targeted price decreases and more promotions”



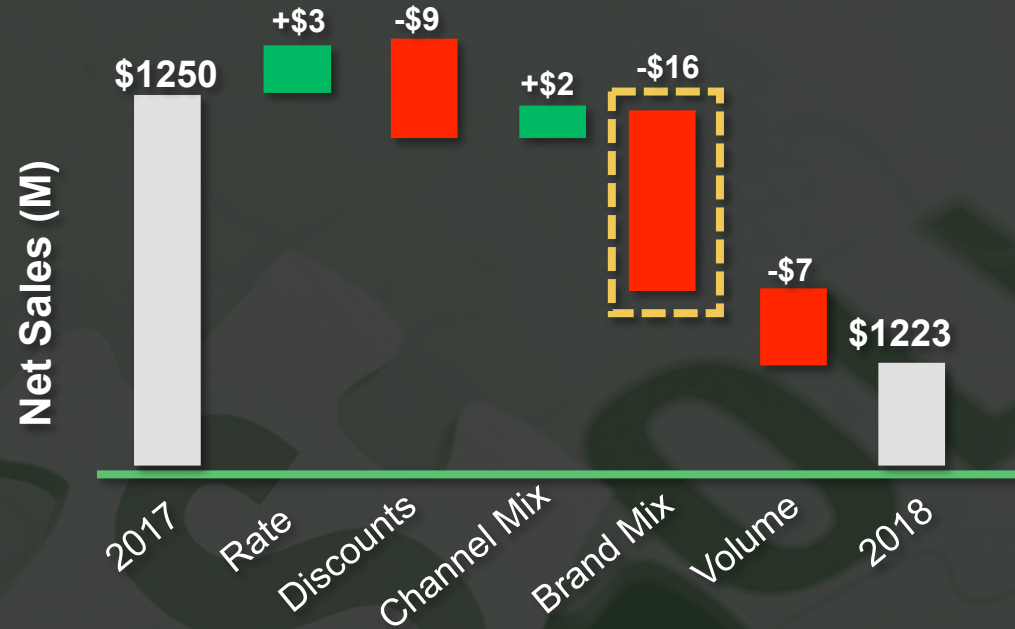
“I’m not sure, let’s deep dive”



“We need to take action now. The market will not wait for us”



“What is driving our performance?”



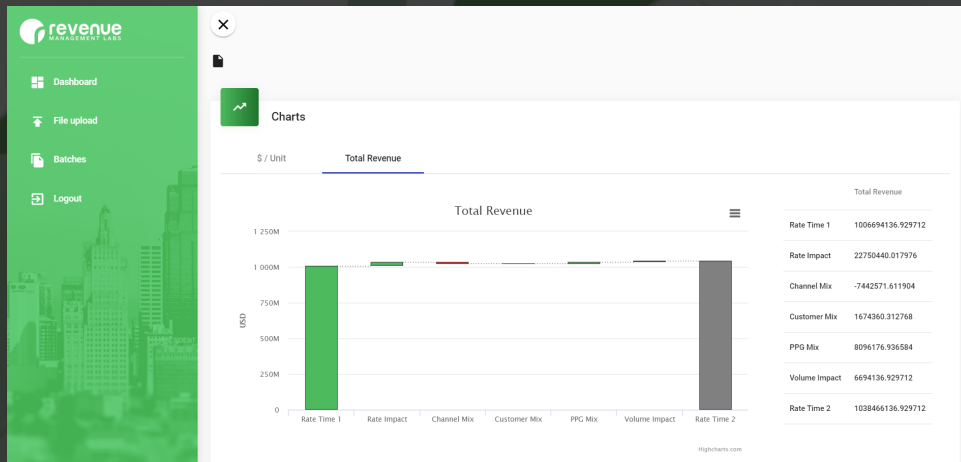
We have a **Brand Mix** issue

What are some of the levers we can pull:

- Adjust the price gaps between premium and mid tier products / brands
- Increase marketing spend on premium brands
- Introduce new products in premium brands



Revenue Management



“We have created a simple tool that can perform mix analysis easily, without the need of an extensive system”



RML Team

“Revenue Management Labs is not your typical consulting company...”

“We have been in your shoes and recognize that there is a consistent gap between expected results and delivered results”



**Customized
Solutions**



**Verified Bottom-
Line Results**



**Enabling
Partner**

“We have helped companies develop and execute practical solutions to maximize long-term revenue and profitability”

HOW DO WE HELP?



Optimize Price Position



Improve Spend Efficiency



Leverage Your Portfolio



Capture Channel Opportunities



Typical ROI: **10:1**



“Come meet us at our **BOOTH...**”



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