

PAO

Product Performance Analysis Services

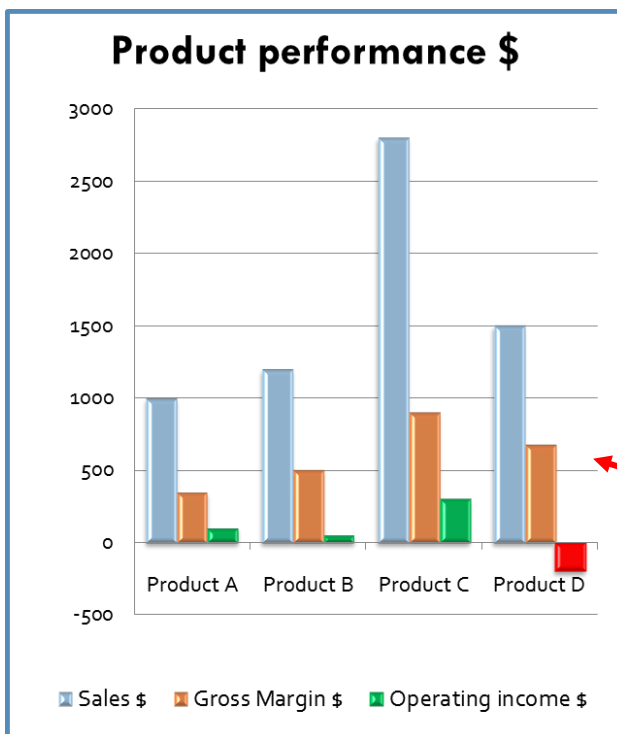
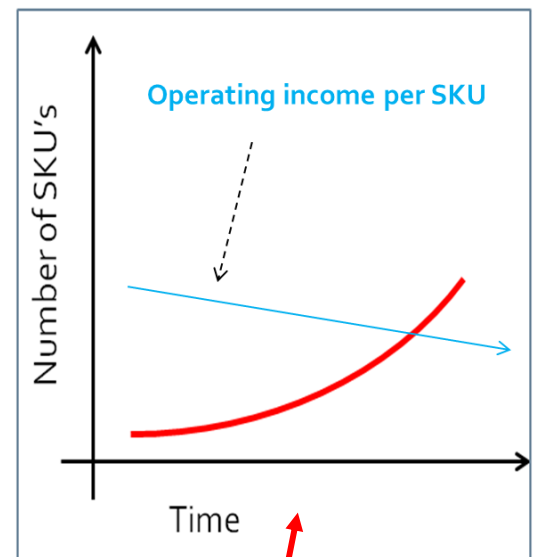


« Beyond Business as Usual »

The typical scenario with product performance

- You have 1000, 10 000, 100 000 SKUs
- You need to know which ones are financially and strategically contributing...
- ... which can provide more and...
- ...which are a drain on your business
- You want to reduce your inventories but maintain customer service
- You need cash to invest in other areas
- COGS uses an average costing method
- Many departments are involved...

You may recognize some of these issues



The results of SKU proliferation over time

Over 20% of active products are a drain on operating income !

Over 60% of new products fail to meet expectations !

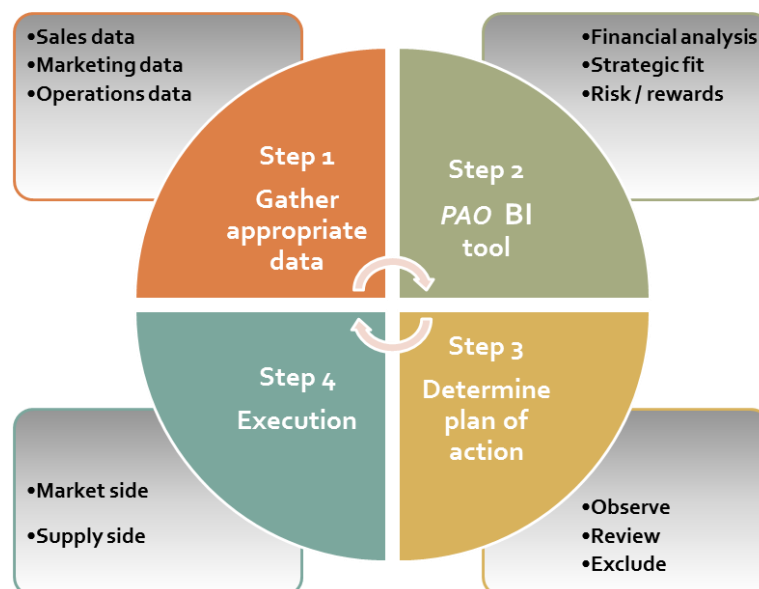
How do you rid your product lines of non contributing products ?

How many products is enough or too many ?

At QUAD we have developed a program named PAO which uses our proprietary business intelligence (BI) tool to help answer those questions and many more. We are able to look at every single product and determine their performance relative to each other, based on your financial, marketing, strategic and long term business objectives. In fact we measure over ten various criteria before scoring a product. The information unequivocally shows which products are a drag on your performance today, but also those products that are in need of improvement to continue contributing to your business. Optimizing your products is the precursor to better financial performance.

The measurement of product performance enables you to focus your energy and resources on the products that have significant life left in them. The BI tool will identify those products that should be eliminated due to the negative impact they have on your business. It gives you the ability to support our recommendations using hard facts as well as provide a baseline to which you can measure progress attaining your goals.

There is emotion when optimizing products. The analysis helps to guide decisions based on facts and reliable measurements of performance. The information prepares the discussions needed to move forward on making sure your products are aligned with the business plan.



"Beyond Business as usual"



"Business has only two functions - marketing and innovation"

Peter F. Drucker, American management expert

Let me help your organization fulfil this role.

One of the key success factors is the implementation of a world class Product Management function in your company. Its fundamental role is to reduce risk by spending more time understanding your market and customers. It brings the customer inside the organization to feed the need for innovation. It also has a financial role, keeping gross margins and working capital such as inventory, under control.

It all starts with a good understanding of what's driving an industry and its customers. From this, a realistic and innovative plan can be developed. I won't surprise you if I say that the most difficult part is getting the plan executed. The effectiveness of your work teams and the quality of the decisions they generate, are key competitive differentiators in our global world.

My broad experience in the world of B2B brings added value in many areas of an organisation. The companies I have worked with, Ansell, Kappler, DuPont, North, Honeywell, have benefited from my input in terms of improved strategic planning, business development, new product development, operations, sourcing, team effectiveness and...financial results.

J.F. Ouellette

Managing Director and Senior Advisor

Contact us for a confidential discussion

QUAD

Product Line Optimization
Optimisation de produits

Montréal, Canada

Telephone : 514-558-1247

Mobile : 514-742-2888

Skype : j.f.Ouellette

www.quadmarketing.co