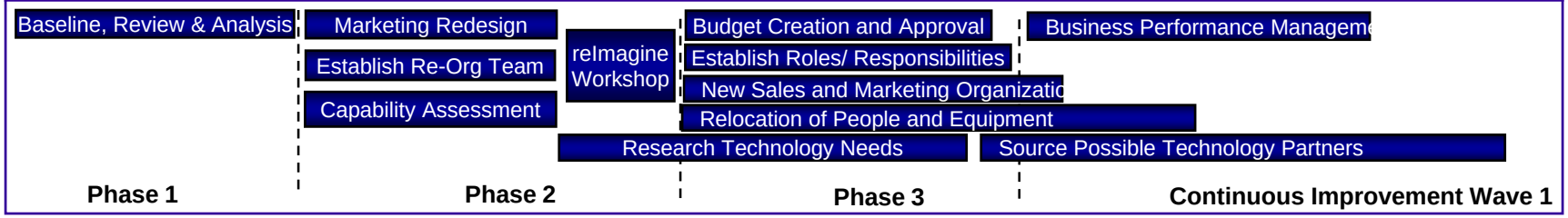
$16 MM Printing Business: Market Penetration

Schedule



Value Statement

"To understand our customer needs now and in the future, to improve communication and efficiency within the organization, and to thrive in an ever-changing market."

Drivers

- Competitors are becoming more aggressive causing lost revenue
- Individual offerings are not standouts in market enabling competition to cherry pick customers
- Potential customers are unaware of services offered by various functional silos again, enabling cherry picking
- New technologies are driving integration and efficiency in competitors

Actions

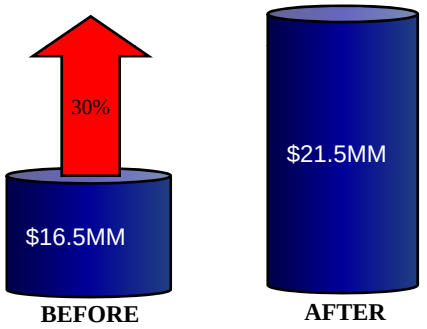
Sales

✓ Identify services and products in order to begin cross selling immediately
✓ Establish (new) retail locations via Kiosk strategy
✓ Define new organization and roles in order to emphasize integration
✓ Increase awareness of organization-wide capabilities

Efficiency

✓ Identify current strengths and plan for capability improvements
✓ Centralize to reduce cost of moving orders between facilities
✓ Establish a central budget, incentives, and revenue targets
✓ Manage operation to KPIs and drive performance change(s)
✓ Finish implementation of technology enablers

Benefits



Increase revenue and protect market share

Value

Investment	**$485,000**
Return	**$742,500**
1st Year ROI	**53%**
Payback period in years	**.65**