

BUSINESS PROPOSAL FOR BROWN CORP.

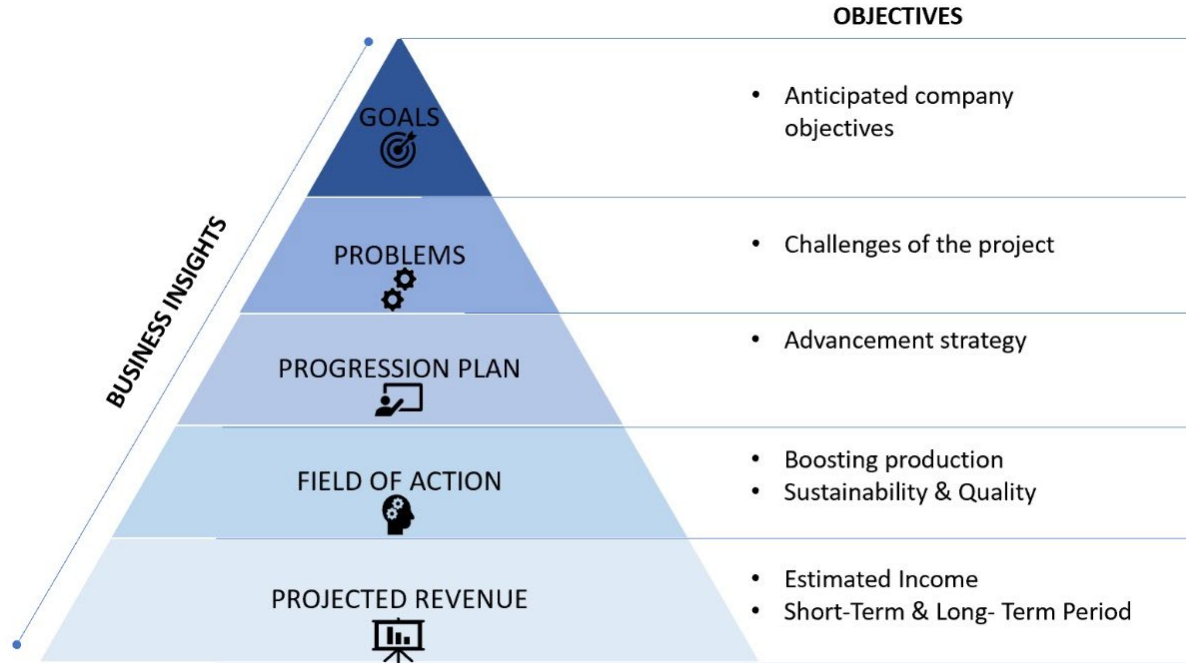
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BUSINESS FRAMEWORK



GOALS

- Attain market leader position within 2 years
- Develop a five-year roadmap for the business.
- Build one culture across continents.
- Reduce COGS by at least 10% in the next five years
- Reduce carbon footprint by 20% in the next 5 years.

PROBLEMS

USA:

- Surpassed expectations than the demand
- Struggles to keep up with the demand
- Space problems in the warehouse
- Unskilled labourers

CHINA:

- Outdated Wuhan Plant
- Limited Production Capacity
- Issues in the inventory
- Low shop floor morale



PROBLEMS

FULDA:

- Lack of Distribution Expertise
- Union/Works Council Issues
- Multiple Enterprise Resource Planning (ERP) Systems
- Planning and Inventory Management Issues

MOLDOVA:

- Relocation and Cost Concerns
- Sustainability Concerns
- Potential Capacity Issues



PROGRESSION PLAN

COUNTRY	SHORT-TERM (6 MONTHS-24 MONTHS)	LONG -TERM (3 YEARS- 5 YEARS)	KPI
USA	<ul style="list-style-type: none"> • Fulfill current demand • Effective use of available space • Training the workers 	<ul style="list-style-type: none"> • Expand our market within the USA and aim for 50 million • Extend automation by 50% 	<ul style="list-style-type: none"> • Number of new customers acquired in the USA
CHINA	<ul style="list-style-type: none"> • Regular maintenance and upgradation of necessary equipment • High shop floor morale by Communication and Transparency and Fair Compensation and Benefits 	<ul style="list-style-type: none"> • Full scale upgradation of equipment and increase the efficiency more than 95% • Implementing an additional production line to double productivity • Optimize inventory levels and increase turnover rates to 10% 	<ul style="list-style-type: none"> • Increase in efficiency • Number of new production line • Inventory turnover rate
MOLDOVA	<ul style="list-style-type: none"> • Focus on the quality by limiting the production • Lease a warehouse to secure the required storage space. • Proper waste management 	<ul style="list-style-type: none"> • Boost productivity by 50% while maintaining 100% quality • Construct sufficient space for storage • Achieve 100% sustainability on products 	<ul style="list-style-type: none"> • Defect rate • Warehouse occupancy rate Increase in productivity (percentage) • Waste reduction rate (percentage)
GERMANY	<ul style="list-style-type: none"> • Select a leader with extensive expertise in logistics and distribution • Improve union-workers council collaboration 	<ul style="list-style-type: none"> • Provide effective leadership training and cultivate leaders with practical real-world experience • Unify ERP system by 100% and eliminate excel reliance. 	<ul style="list-style-type: none"> • Employee satisfaction with leadership training • Percentage of ERP system utilization

FIELD OF ACTION

Boosting Production:

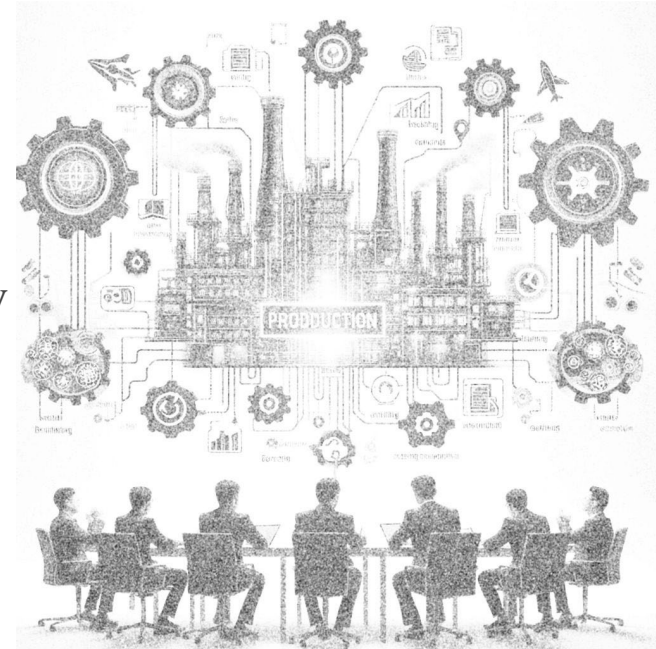
- Introduce additional production line
- Enhance current ones with more laborers and machinery

Workers:

- Bringing in new skilled workers
- Provide training for the existing workforce

Logistics:

- Leasing and constructing new storage facilities
- Centralised logistic hub for the easy transport




FIELD OF ACTION

Sustainability & Quality:

- Uncompromising quality maintained through a Quality Management System, Quality Control, and Quality Assurance
- Improved environmental performance through the 3Rs of sustainability: Reduce, Reuse, and Recycle.

Sales:

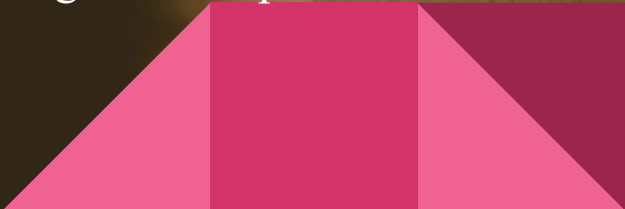
- Expand market share by offering promotions through Amazon and Walmart, and providing discounts via banks and digital wallets.
 - Develop into new markets through partnerships with companies like Adidas and Cosmos.
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CARBON FOOTPRINT

A person's hand is shown watering a small green bonsai tree in a dark pot. The background is a textured, light-colored wall. The scene is dimly lit, with the light source coming from the left, casting shadows. The overall mood is calm and focused on nature and care.

Reduce the Carbon emission by 20% in 3 years

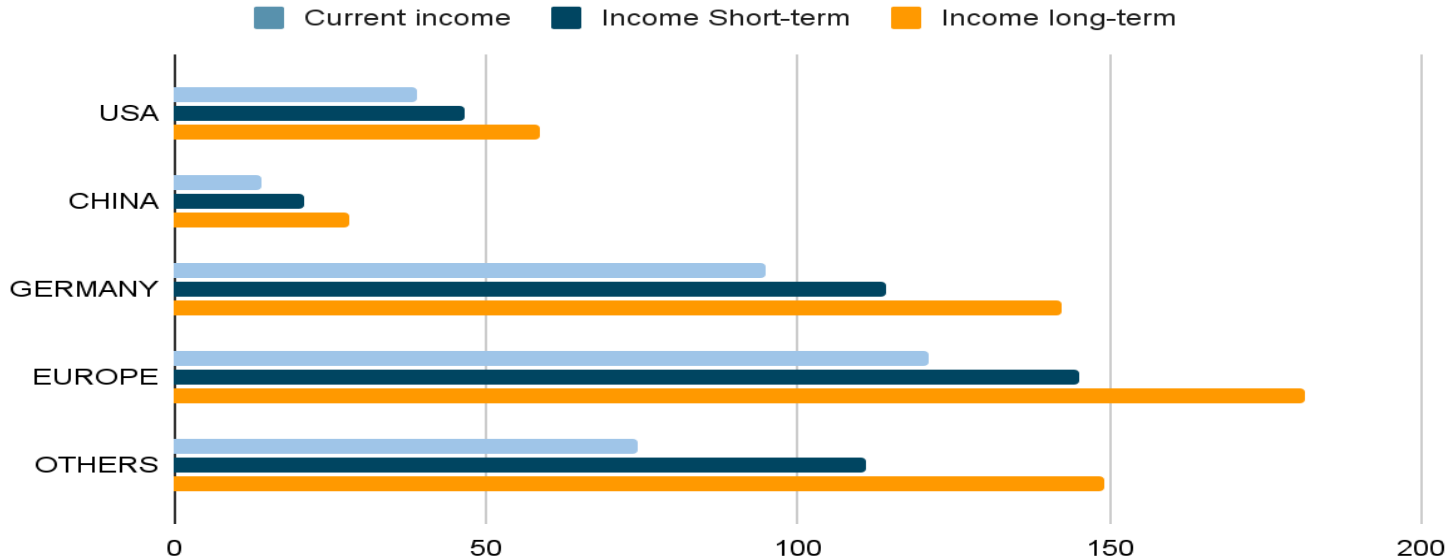
Steps:

- Energy efficient practices: Upgrade lighting and appliances, Optimize heating, ventilation, and air conditioning (HVAC) systems
 - Renewable Energy: Install solar panels and purchase energy which is produced from the wind and geothermal power.
 - Waste Reduction: Reduce, reuse, and recycle materials throughout companies operations
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- A decorative graphic element consisting of several overlapping triangles in shades of pink and purple, located in the bottom right corner of the slide.

PROJECTED REVENUE

In Million Euros

Points scored



THANK YOU
