

a l g o r i t h m
A G A T A

in Business Process Management





Product range management

Pricing

Promo activity

Shipment planning

Demand forecasting

Product range management



AGATA **strategic** algorithms

- SKU & Sales/SKU benchmarks and targets
- Pricing & consumer positioning
- Number of SKUs by segments, categories & brands
- Sales forecast by distribution channels & geography
- Sales outlet targets
- Quantitative distribution targets

- Advertising-to-Sales benchmarks & targets
- Variable cost targets
- Profit margin targets
- Targets for marginal profit minus marketing budget

Development

Optimization

Marginality

AGATA **operational** algorithms

- KPI fulfillment control
- NPL schedule / time-to-market
- Product aesthetics evaluation
- NP optimal batch algorithm
- Weekly marketing plan & budget
- Communication plan by task
- Breakdown of operational tasks, deadlines by NP / brand

- KPI fulfillment adjustments
- ABC analysis
- Modifications schedule / time-to-market
- Modification of product aesthetics
- Liquidity through a sales outlet
- Weekly marketing plan & budget
- Communication plan by task: leadership retention, awareness growth, lead generation, liquidity growth, loyalty growth

- KPI fulfillment control
- Dashboards

Pricing



AGATA **strategic** algorithms

- Estimated client's ASP (average selling price) comparison against the market by categories
- ASP targets through top-down calculations
- Assembly of targets through bottom-up

Price positioning

Optimal pricing

Price competitiveness

AGATA **operational** algorithms

- KPI fulfillment control
- Dashboards

- Competitor price monitoring tools
- Optimal selling price algorithm
- Recommended selling / final price algorithm
- Shipping price algorithm for new markets

- Competitor price monitoring tools
- Revaluation of current product range based on the ABC analysis

Promo activity



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- ASP targets with & without promo discount
- Sales/SKU targets with & without promo
- Marginal profit targets, with promo events
- Advertising-to-sales with promo budget
- Sales plan for the promo products, by sales channels & geo
- Promo events calendar

Promo budget planning

Promo activities planning

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- KPI fulfillment control
- Dashboards
- KPI fulfillment control
- Weekly marketing plan & budget
- Breakdown of operational tasks, deadlines and responsibilities

Shipment planning



AGATA **strategic** algorithms

- Sales geography planning by category
- Market volume and market share calculations for new territories, by category
- Benchmarks & targets for sales through outlet, by geography and type of outlet
- Benchmarks & targets for quantitative & qualitative distribution

- Bottom-up sales planning by channels, geography, customers, by categories
- Targets for pilot sales on NPs

Sales prospects by channels & geography

Shipments planning

AGATA **operational** algorithms

- KPI fulfillment control
- Dashboards

- KPI fulfillment control & Dashboards
- Weekly sales plan/fact monitoring, by category, SKU & channels
- NPL schedule and modifications / time-to-market
- NP optimal batch
- Weekly pilot sales plan & production plan adjustments

Demand forecasting



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- Basic product dynamics forecasting, by product categories, based on indicators and scenarios of the Ministry of Economics, for further development by an analyst within the company
- Structure of consumption, by geography and categories
- Selection of sales geography, by categories
- Evaluation of market potential, by geography, by category

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