

# MOBILITY CONSULTANCY ASPER SCHOOL OF BUSINESS

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# KEY ISSUE

How does PromenAid make its value proposition known to drive growth?

Define

Analyze

Evaluate

Recommend

Implement

Risks & Mitigate

# CRITICAL CHALLENGES

## Brand

- Differentiation
- Identity

## Distribution

- Outreach
- Channels

## Organization

- Structure
- Talent Acquisition

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# STRATEGIC GOALS

\$15.7MM in  
revenues by  
2020

Build awareness  
& competitive  
advantage

Robust  
organizational  
structure by 2020

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# RECOMMENDATION

Position PromenAid as the expert in mobility care and preventative assistance.

Brand Creation

Distribution Channels

Talent Acquisition

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# THE CUSTOMER

149 million private households

Canada &  
USA

Home Owner

34 million (22.8%)

Purchasing  
Power

Residential  
Speciality  
Customer

Baby  
Boomer

Impaired  
Mobility

44.7 million (30%)

The residential speciality segment is aligned with PromenAid's core offering.

Define

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# THE CUSTOMER NEED



Seniors and mobility impaired customers have the need for fall prevention assistance.

Define

Analyze

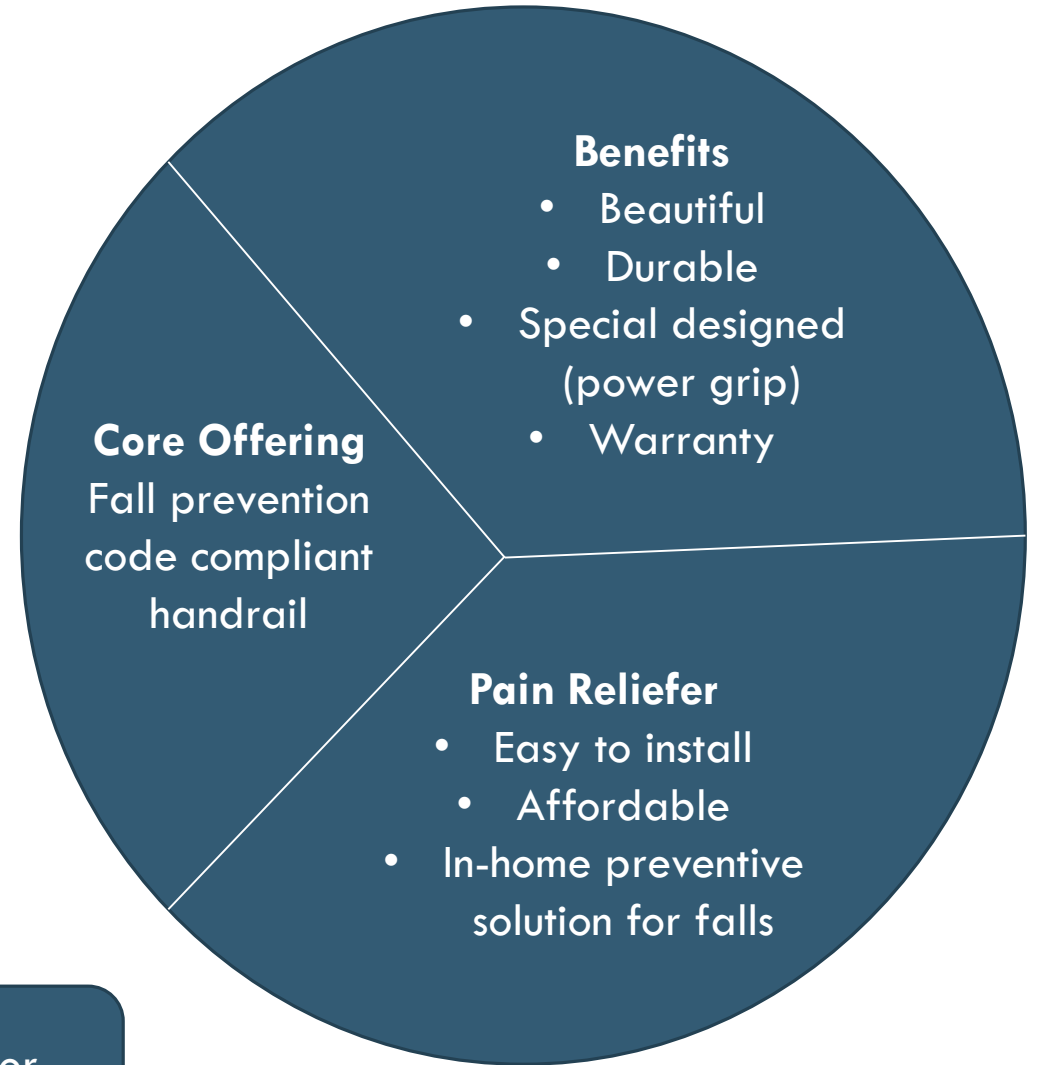
Evaluate

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# PROMENAID VALUE PROPOSITION



PromenAid's product has a competitive advantage over other competitive unspecialized products.





# PROMENAID REACH



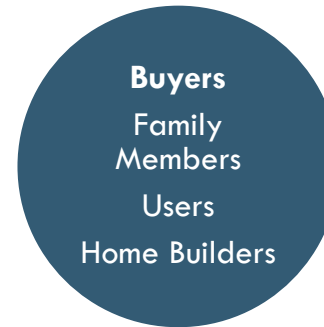
Awareness



Early Adopters



Early Majority



PromenAid should adopt a strategy to create awareness and generate adoption.

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# SUMMARY ANALYSIS



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# ALTERNATIVES

End-User

Low Cost

Expert

Define

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# ALTERNATIVE 1: END-USER

Focus on targeted sales to the end-user of mobility aids through direct marketing and informational advertisements.

Example: E-Commerce Platform

Pros

Cons

Direct to user

Immediate

No specialty sizing

Shipping and installation

No expert support

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# ALTERNATIVE 2: LOW COST

Capture the largest market share by offering the low cost alternative in the mobility handrail market.

Example: Home Hardware

Pros

Cons

Large market size

Easy purchasing

Lack of expertise

Contribution margins

Future positioning

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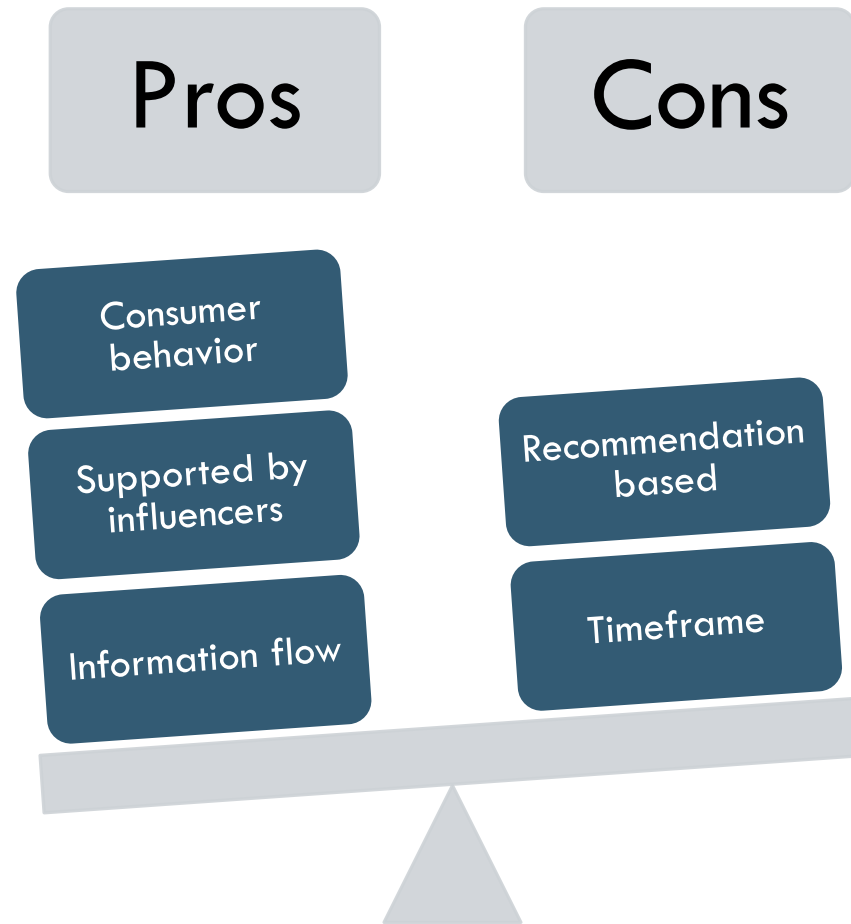
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# ALTERNATIVE 3: EXPERT

Position PromenAid as the industry leader in mobility care and as the #1 choice in preventative assistance.

Example: General Practitioner recommendations



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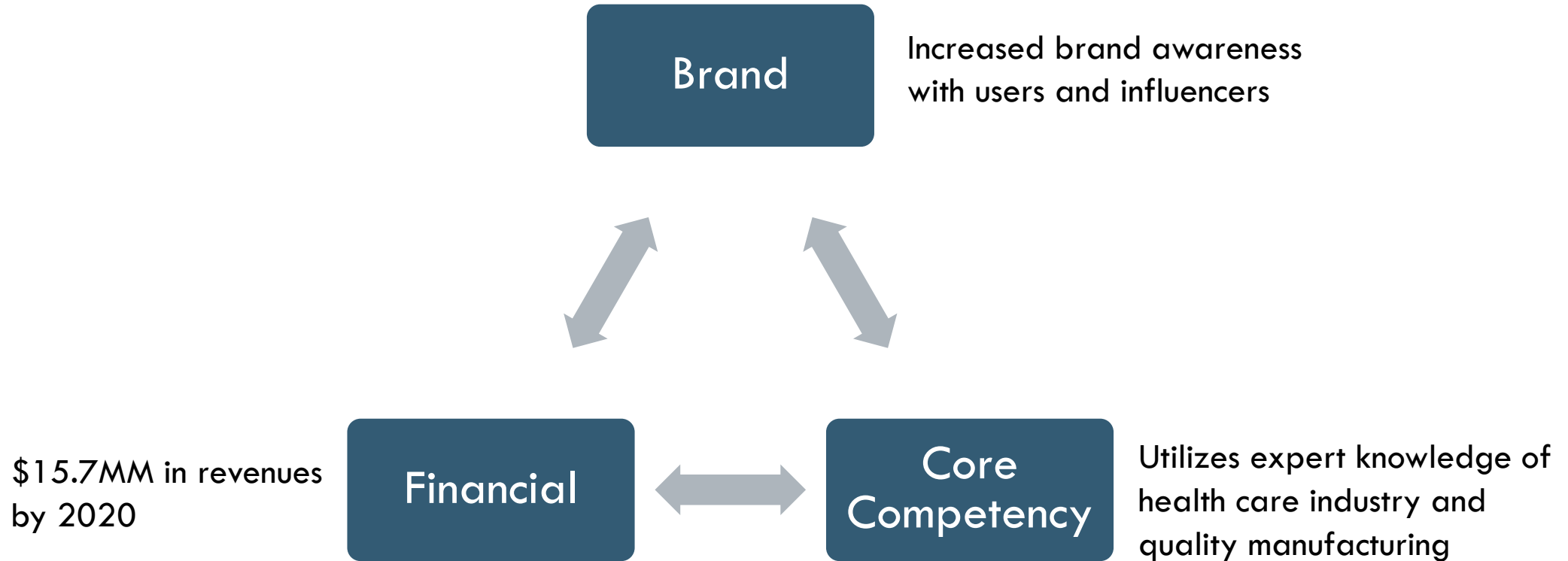
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# DECISION CRITERIA



Define

Analyze










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# DECISION MATRIX

	Alternative 1: End-User E-Commerce Platform	Alternative 2: Low Cost Home Hardware	Alternative 3: Expert GP Recommendations
<b>Brand</b> Increased awareness with users & Influencers			
<b>Core Competency</b> Health care & quality product			
<b>Financial</b> \$15.7MM in revenues by 2020			

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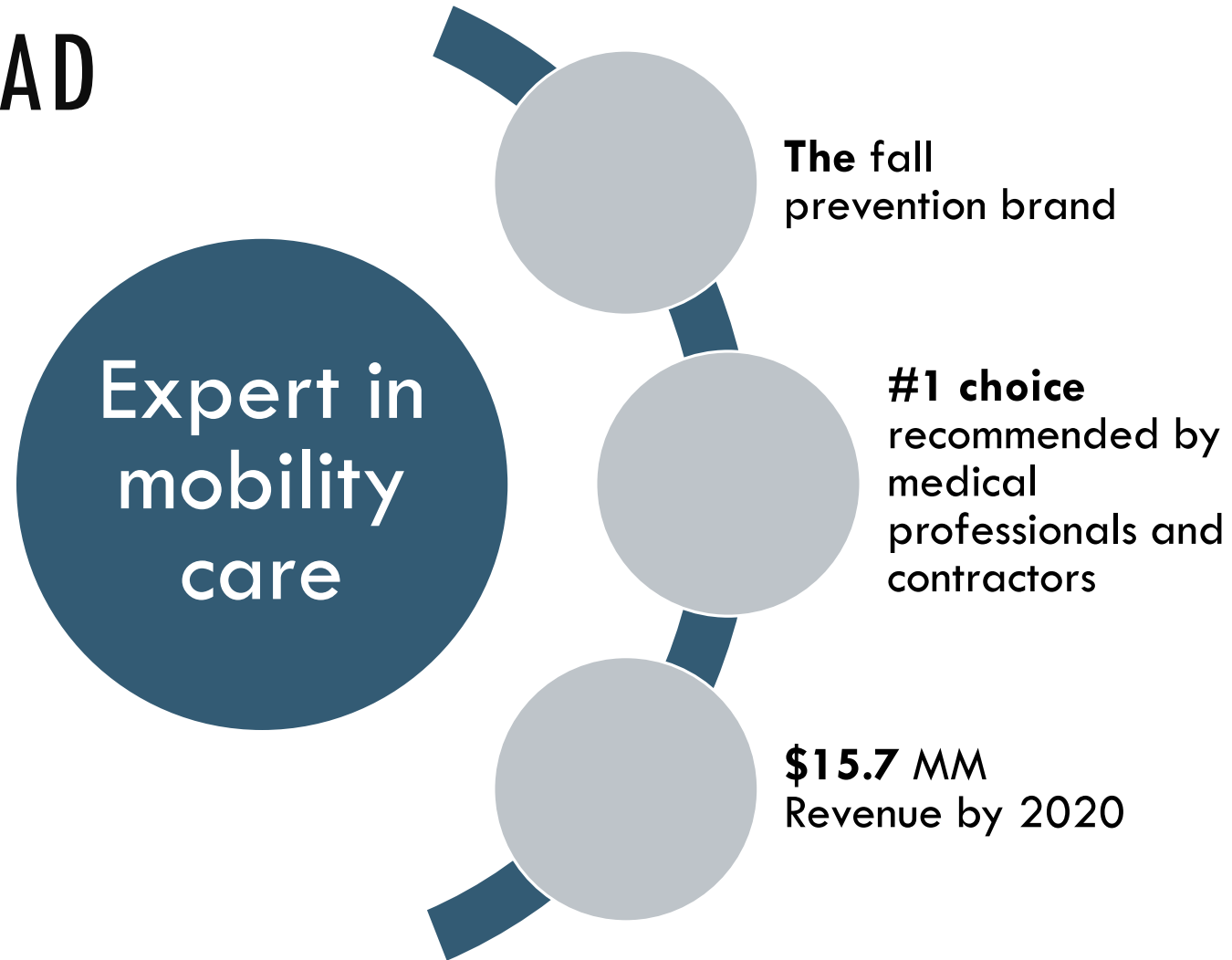
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# FUTURE AHEAD



Define

Analyze

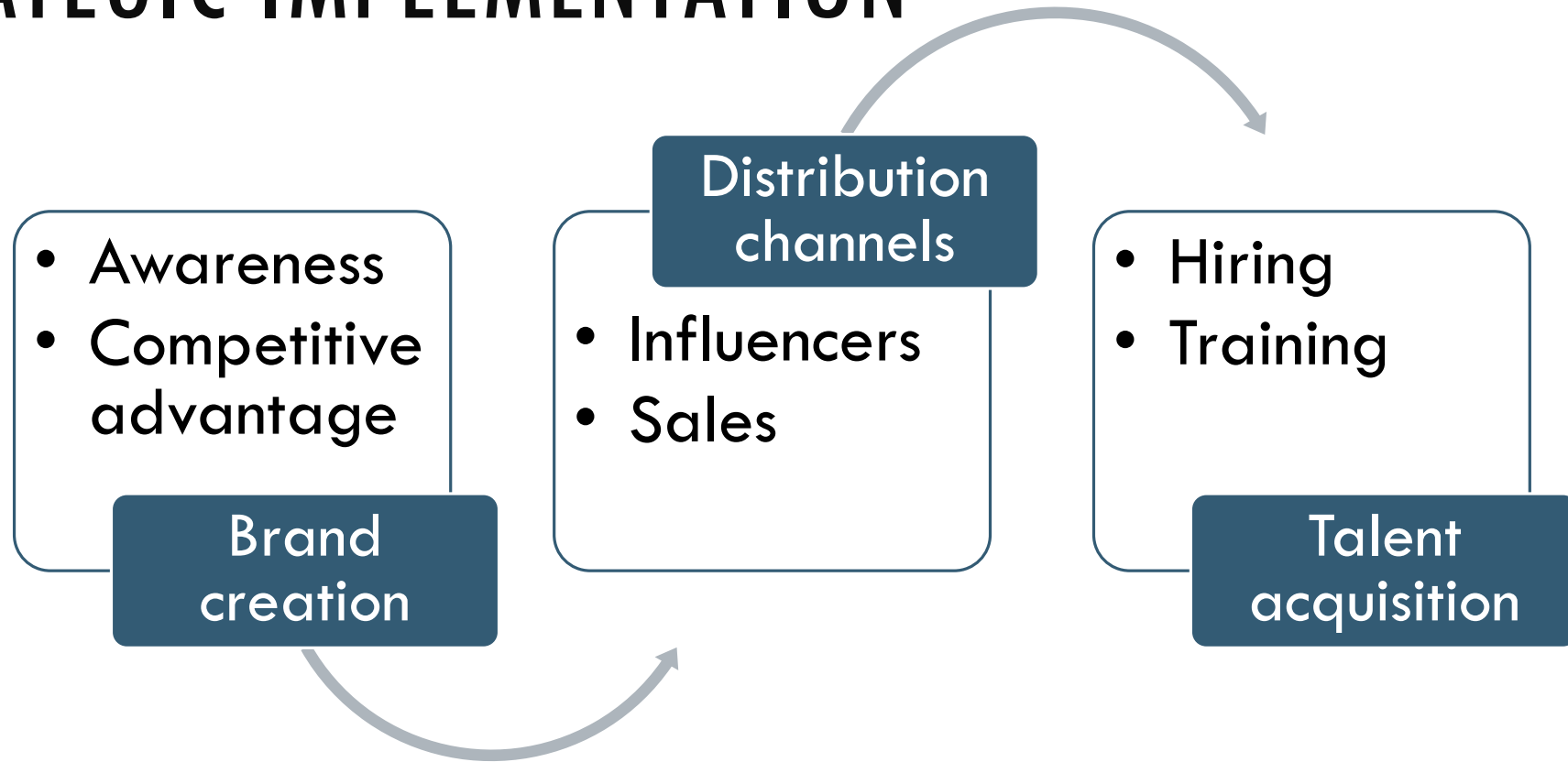
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# STRATEGIC IMPLEMENTATION



Define

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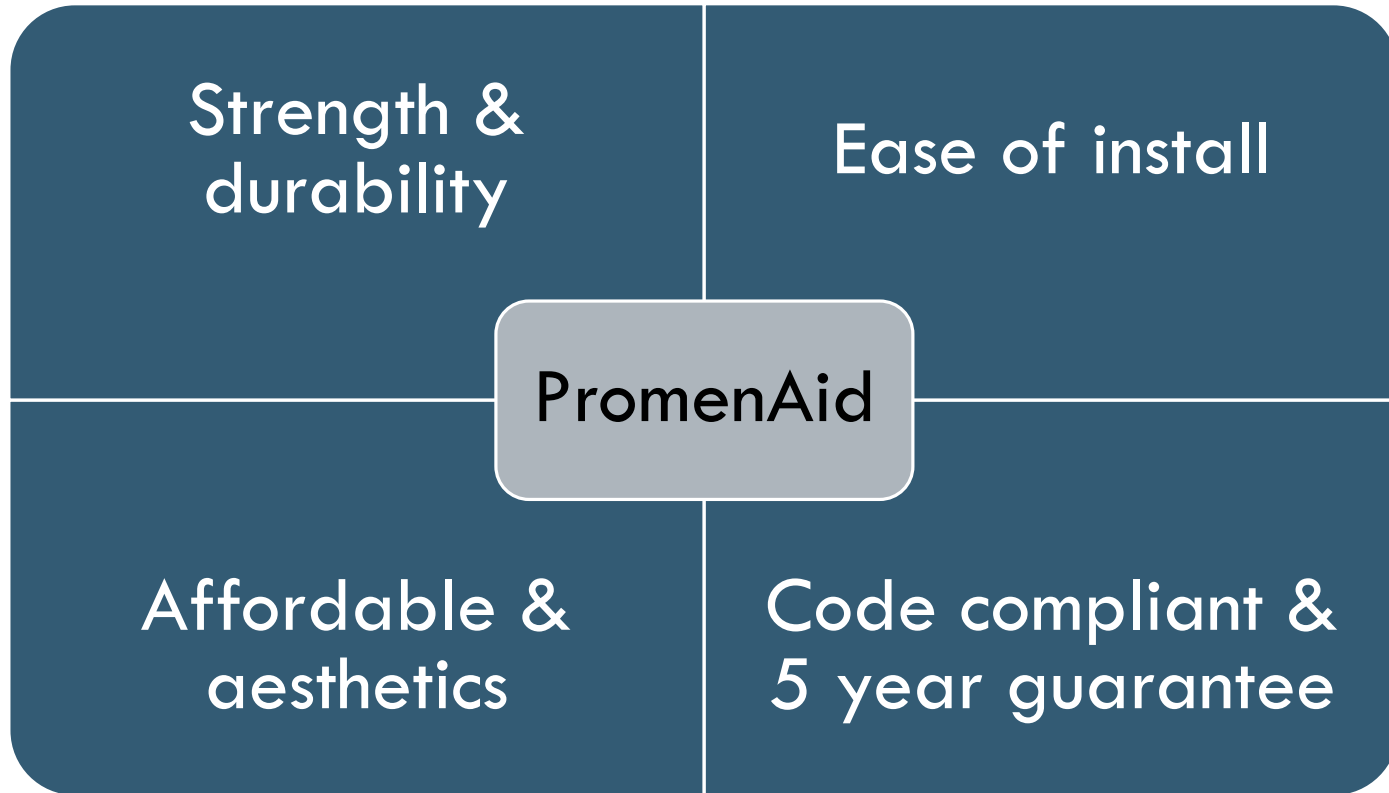
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# PROMENAID: THE FIRST CHOICE



Colors: Blue & Green

Tagline  
“Have you tried the POWER grip?”

Define

Analyze

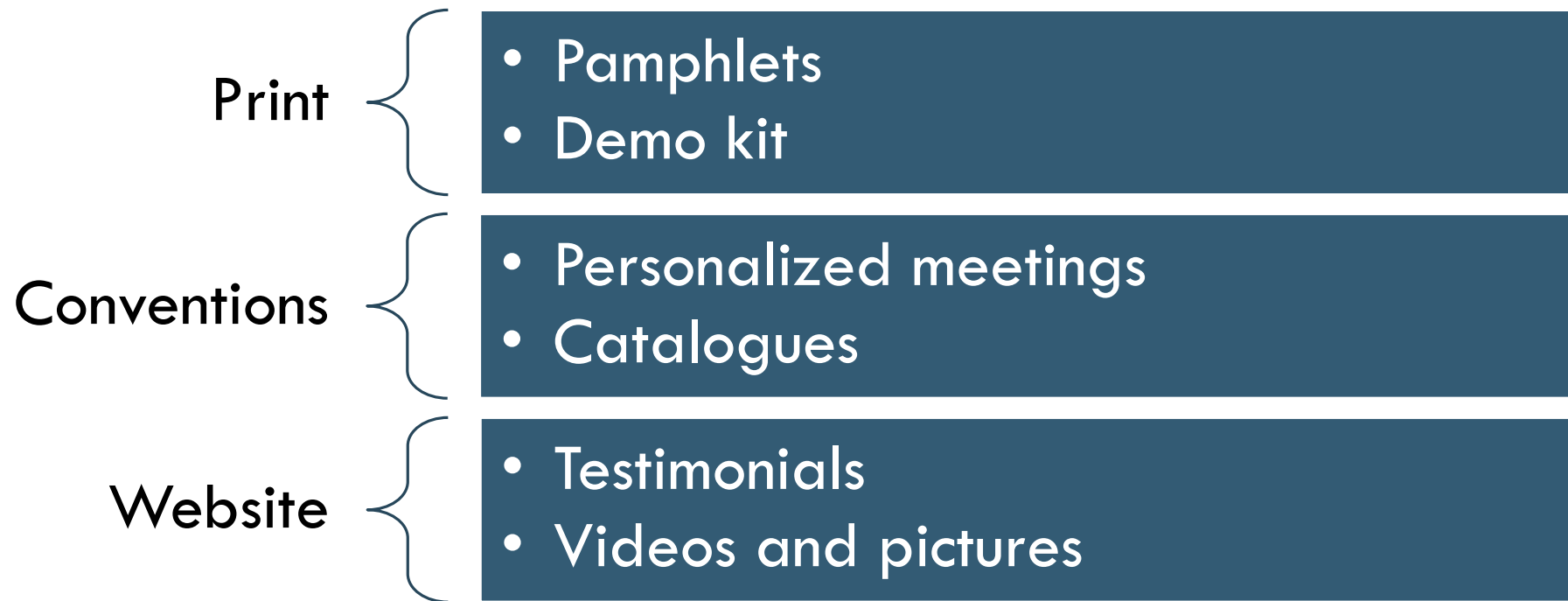
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# BRAND AWARENESS



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# WHO TO INFLUENCE

## Speciality segment

- Occupational therapists
- General physicians
- CAPS

## General renovation

- General contractors

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# SALES CHANNELS

Brick and mortar stores

Direct sales

Referrals

Define

Analyze

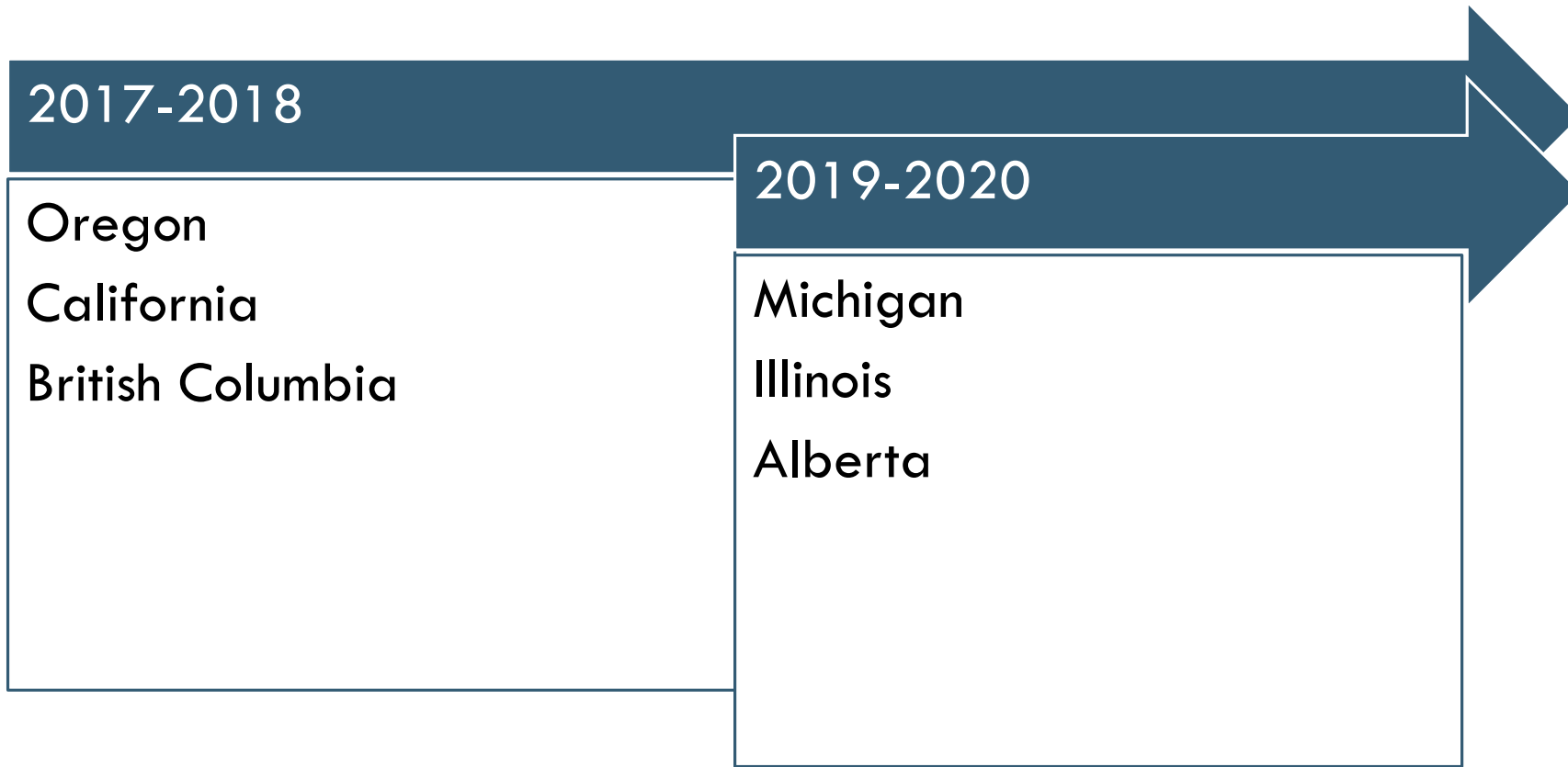
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# GROWTH PLAN



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# TALENT ACQUISITION PLAN



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# TALENT ACQUISITION

Pharmaceutical sales  
representatives

LinkedIn & Indeed

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# IMPLEMENTATION SCHEDULE

Year	2017				2018				2019				2020			
Quarter	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
<i>Brand Creation</i>																
Brand Development	■	■														
Website Enhancement		■														
Promotional Materials		■														
<i>Distribution Channels</i>																
Get US Certification	■															
Medical Professional Outreach		■	■	■	■				■	■	■					
CAPS Outreach			■	■	■	■				■	■	■				
Reach out to Home Renovators					■	■	■				■	■	■			
Brick and Mortar Expansion		■	■	■					■	■	■					

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# NEW HIRES

	2016	2017	2018	2019	2020
Executive Compensation		2	2	2	2
Shipper	1	1	3	6	10
Sales Reps		5	10	15	20
CSRs		2	3	5	6
Accountant		1	1	1	1
Managers			2	5	9
Sales Marketing Coordinator		1	1	1	1
Executive Comp		100	104	108.16	112.4864
Shipper	16	31	32	34	35
Sales Rep Costs		100	104	108	112
CSR		45	47	49	51
Accountant Cost		50	52	54	56
Managers Costs			104	108	112
Sales and marketing Coordinator		65	65	65	65

Total Employees will Count will Reach 49 by 2020

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# TOTAL OPERATING COSTS

	2016	2017	2018	2019	2020
Executive Compensation		200	208	216	225
Shipper	16	31	97	202	351
Sales Reps		500	1,040	1,622	2,250
CSRs		90	140	243	304
Accountant		50	52	54	56
Managers		-	208	541	1,012
Sales Marketing Coordinator		65	65	65	65
Fixed Costs	50	100	120	144	173
Total	16	936	1,811	2,944	4,263

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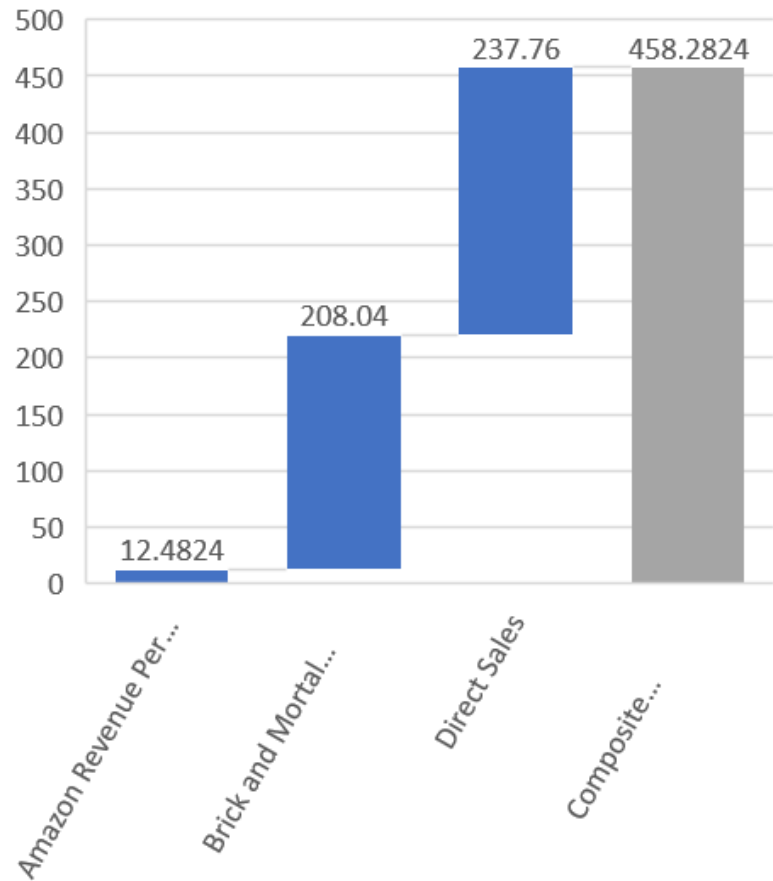
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# FUTURE SALES MIX



124.824	10%	Amazon Revenue Per sale
416.08	40%	Brick and Mortal Suppliers
594.4	50%	Direct Sales
458		Composite Contribution Margin Per Sale (\$)

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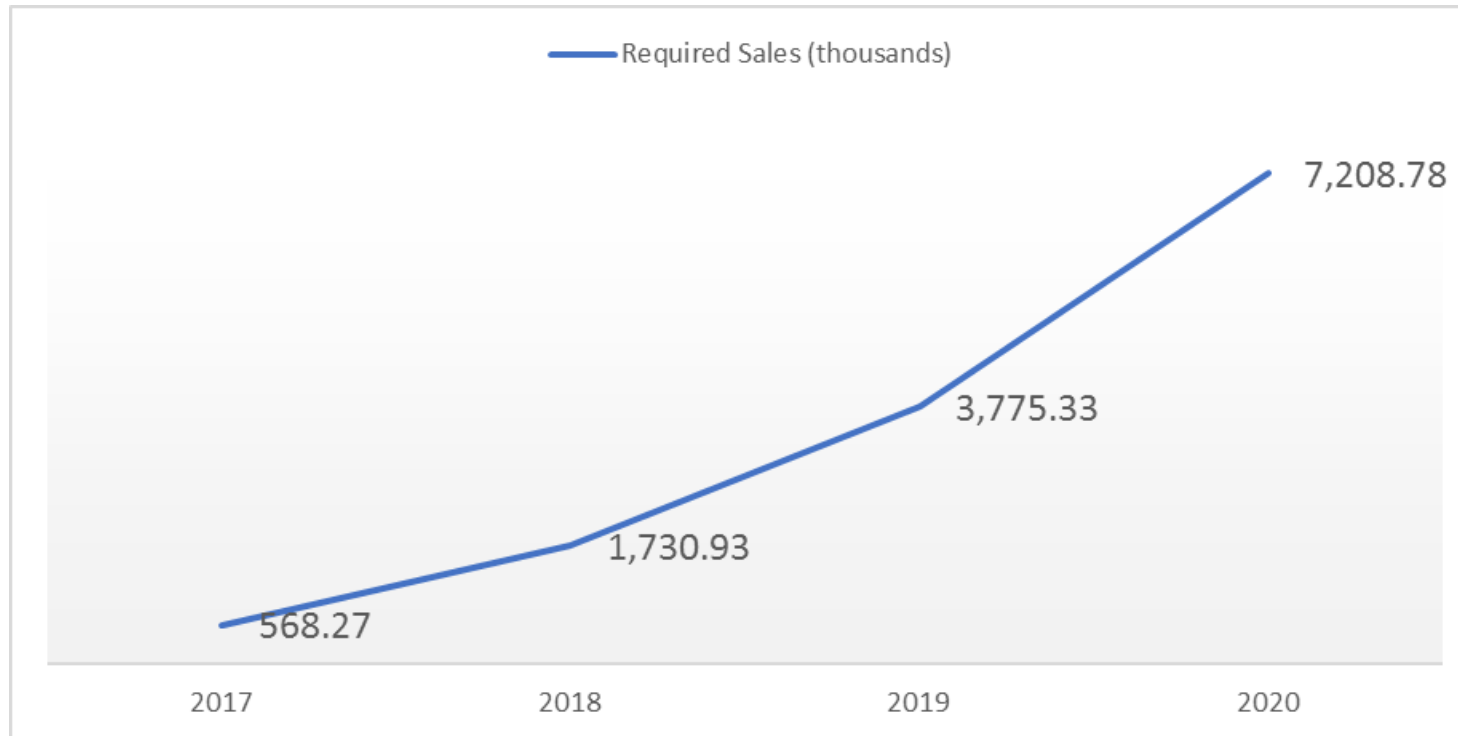
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# FUTURE SALES FORECAST



Future Sales Projections are only 17% of the total 44.9 Million target Homes

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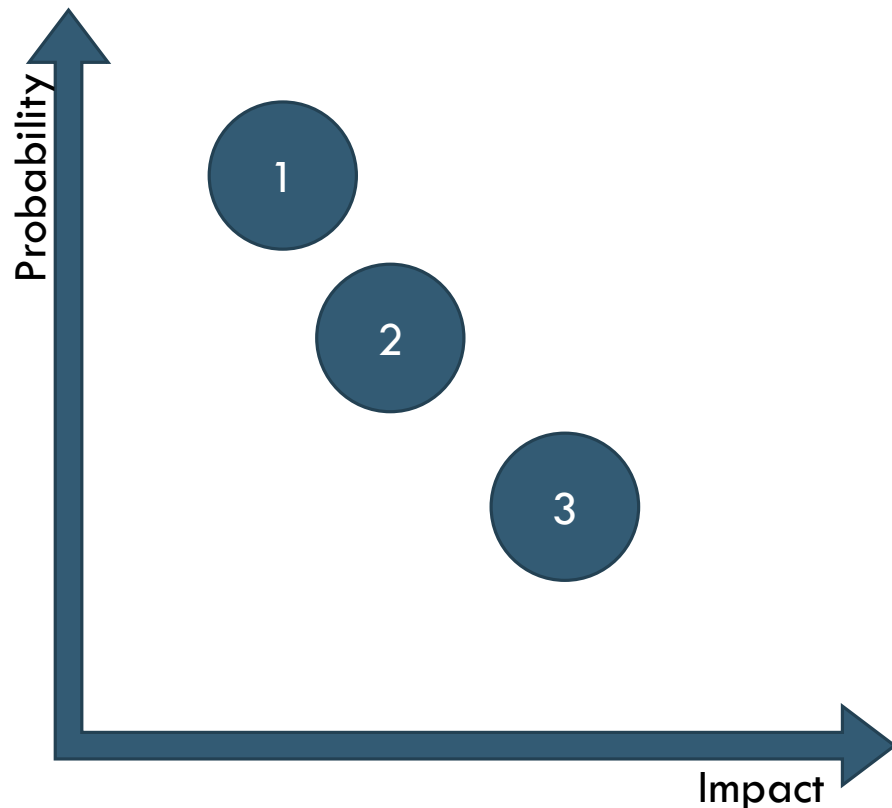
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# RISKS AND MITIGATIONS



1 Low recommendation from practioners

- Forward-thinking conference

2 Cash Flow

- Slow hiring

3 Difficulty hiring qualified individuals

- Utilize outside sales reps

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# KPIS AND CONTROLS

Concern	KPI	2018	2020
Growth	Revenue	\$3.7MM	\$15.7MM
Talent Acquisition	Retention Rate	65%	80%
Brand Equity	Referrals	50%	Number 1 Choice of GPs

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# APPENDIX — FINANCIAL ASSUMPTIONS

- Average length of Sold Rails
  - Amazon : 3'
  - Medical Suppliers = 10'
- 30% Markup in Retailers
- Customers bear the Cost of Shipping
- Future Sales Mix Target is 50% Brick and Mortar, 10% Amazon, 40% Direct