

The rail to growth

A GROWTH PLAN FOR PROMENADE

SABRA CONSULTING TEAM - GGBFM

The Challenge

Achieve 15.7\$ Million in
revenue by 2020

Pressing questions

What sector to focus on?

What business model?

What ownership model?

Recommendation



Show the need
Spread the health

Analysis

Strengths

- High end durable products
- Manufacturing capacity is not a problem
- The only company to offer a certified product

The company already has a great product

Strengths



Strength

**Minimal
disruption**

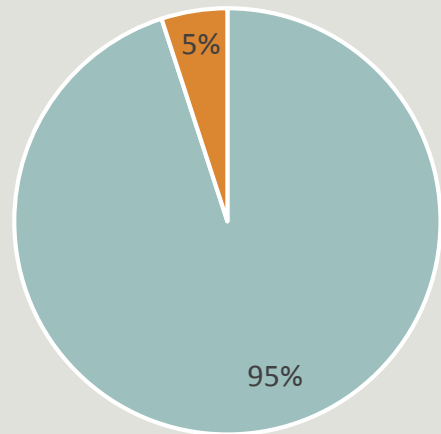
Affordable

Aesthetics

The company already has a great product

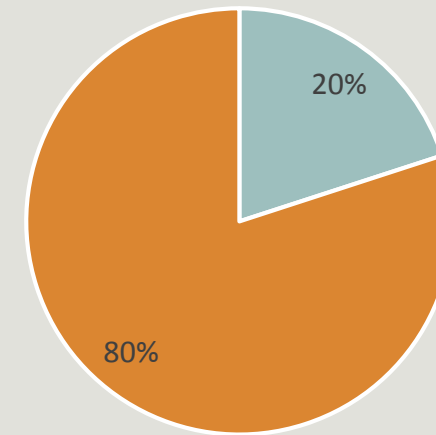
Market size

Reason for hip fractures



■ Falling ■ 2nd Qtr

Effect of falls

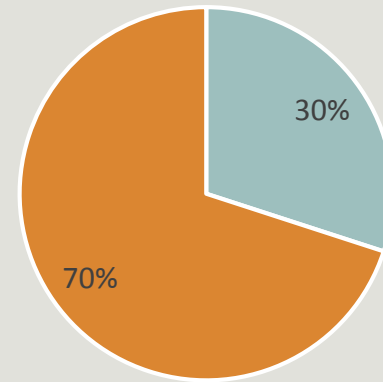


■ Death ■ Other

Falls are an important cause for injuries and death

Market size

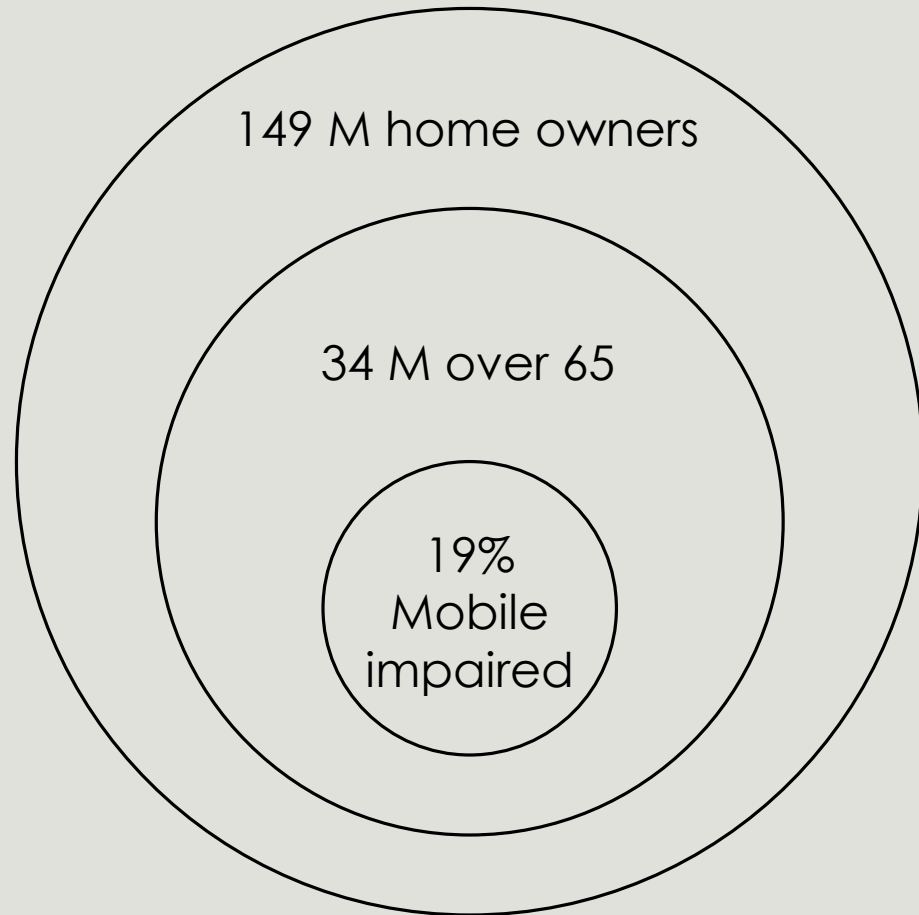
Health and age state in North American homes



■ Over 65 or mobility impaired ■ Young mobile

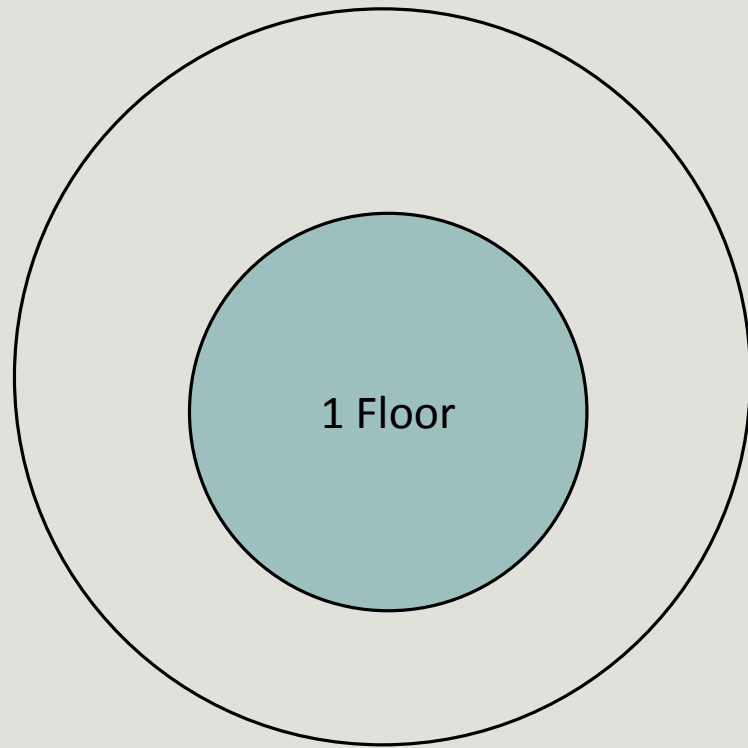
A huge market exists to grow into

Market size



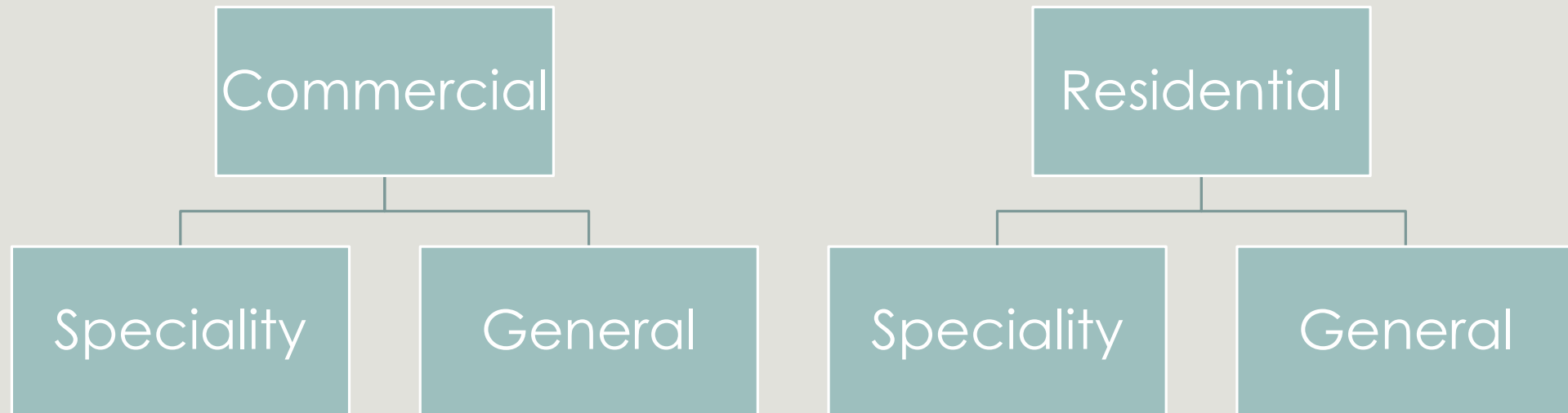
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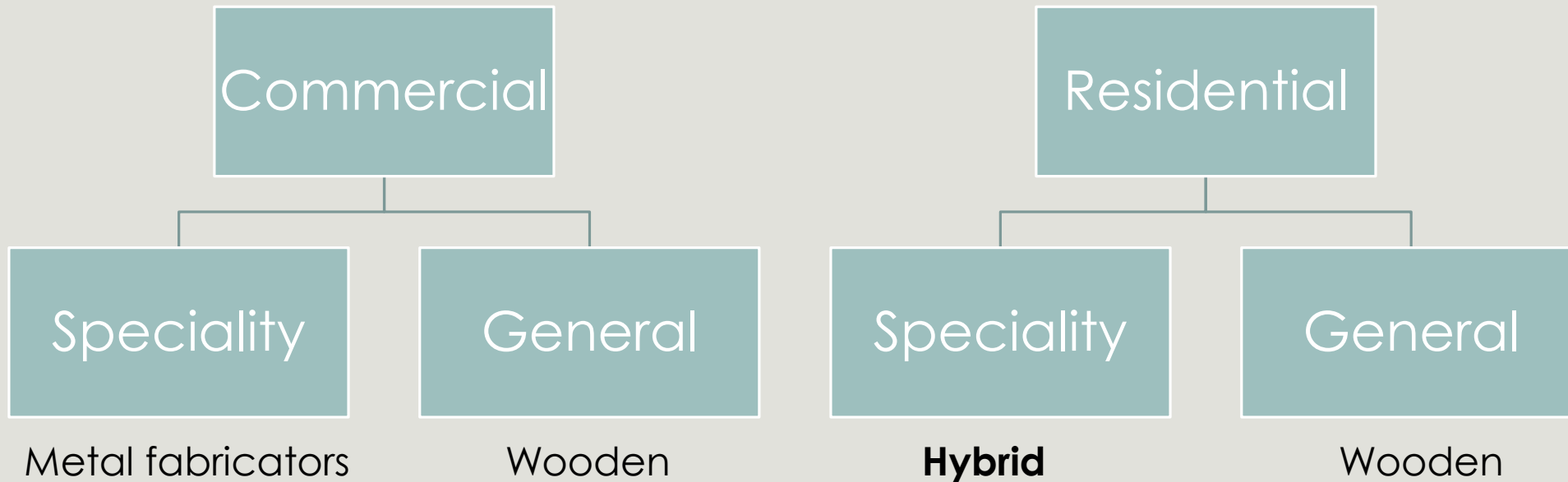
A huge potential in single floor homes

Segments



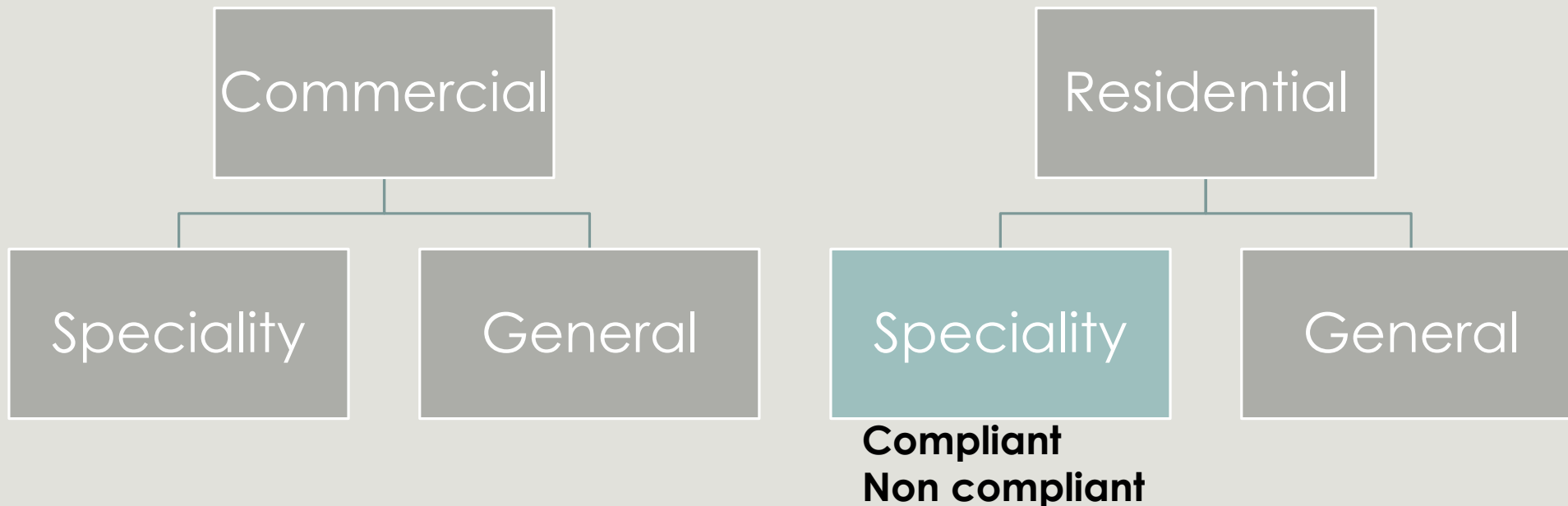
A highly segmented market allows to focus

Competition



Most segments have solutions – other than the specialty residential

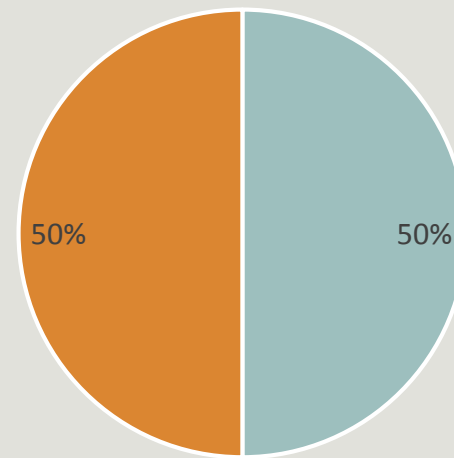
Competition



This segment has competition only from non compliant products

Channels

Sales channel



■ E-Commerce ■ Retail

This segment has competition only from non compliant products

Challenges

- Stimulating demand
- Differentiating from inferior products
 - Cash flow

The solution must meet these challenges

Alternatives

Healthy company- healthy customer

ownership

channels

Cash flow

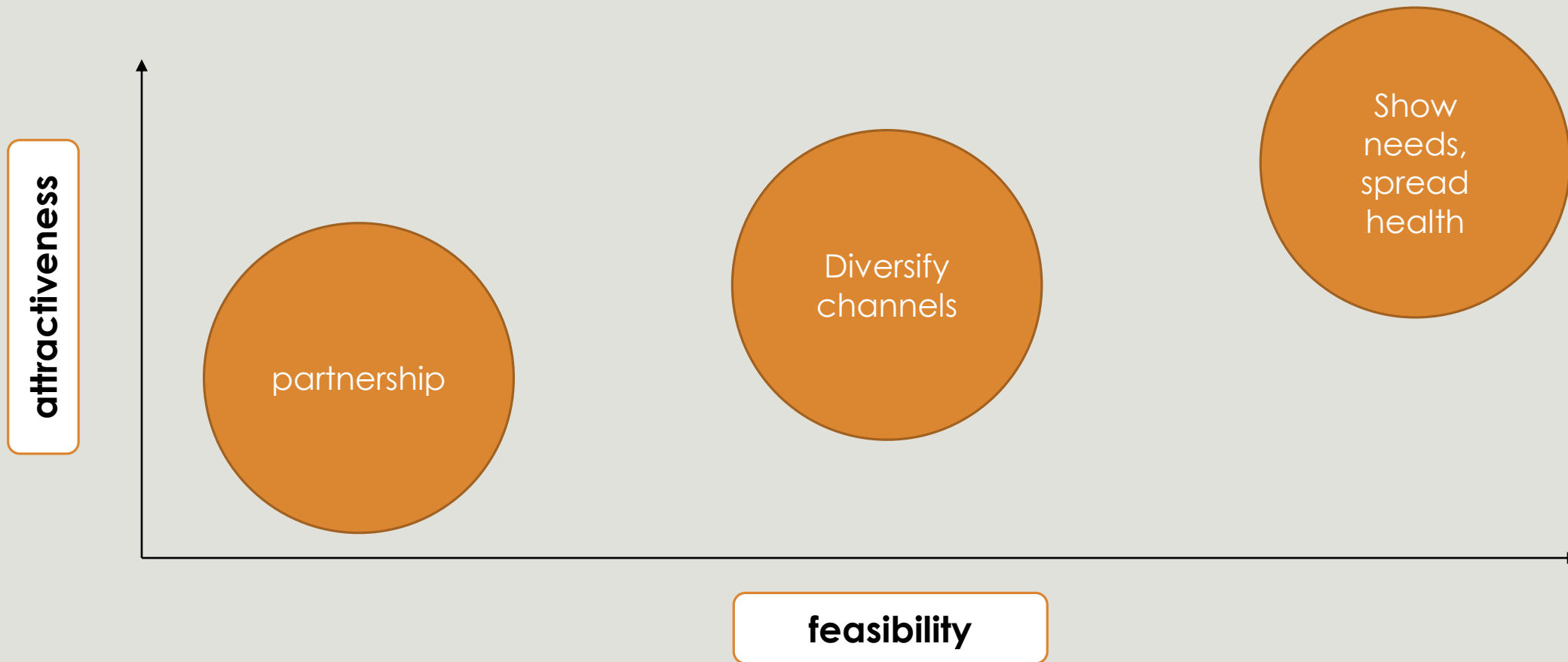
partnership

Diversify
channels

Show
needs,
spread
health

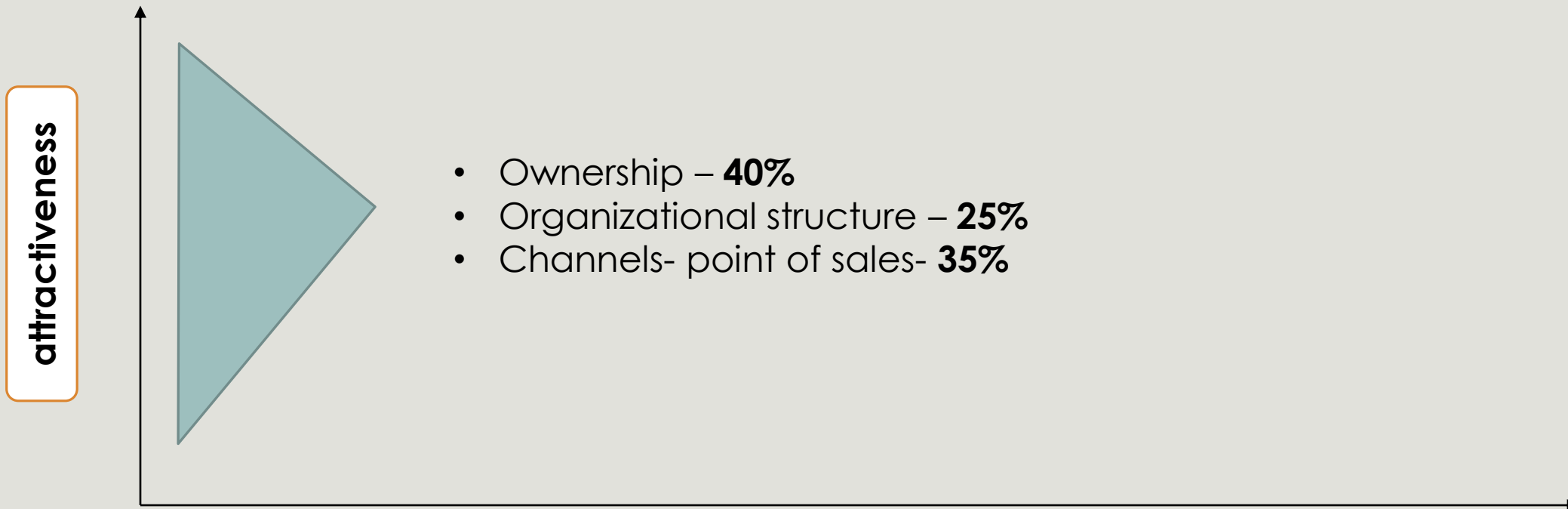
Cater needs of both company & customers

Healthy company- healthy customer



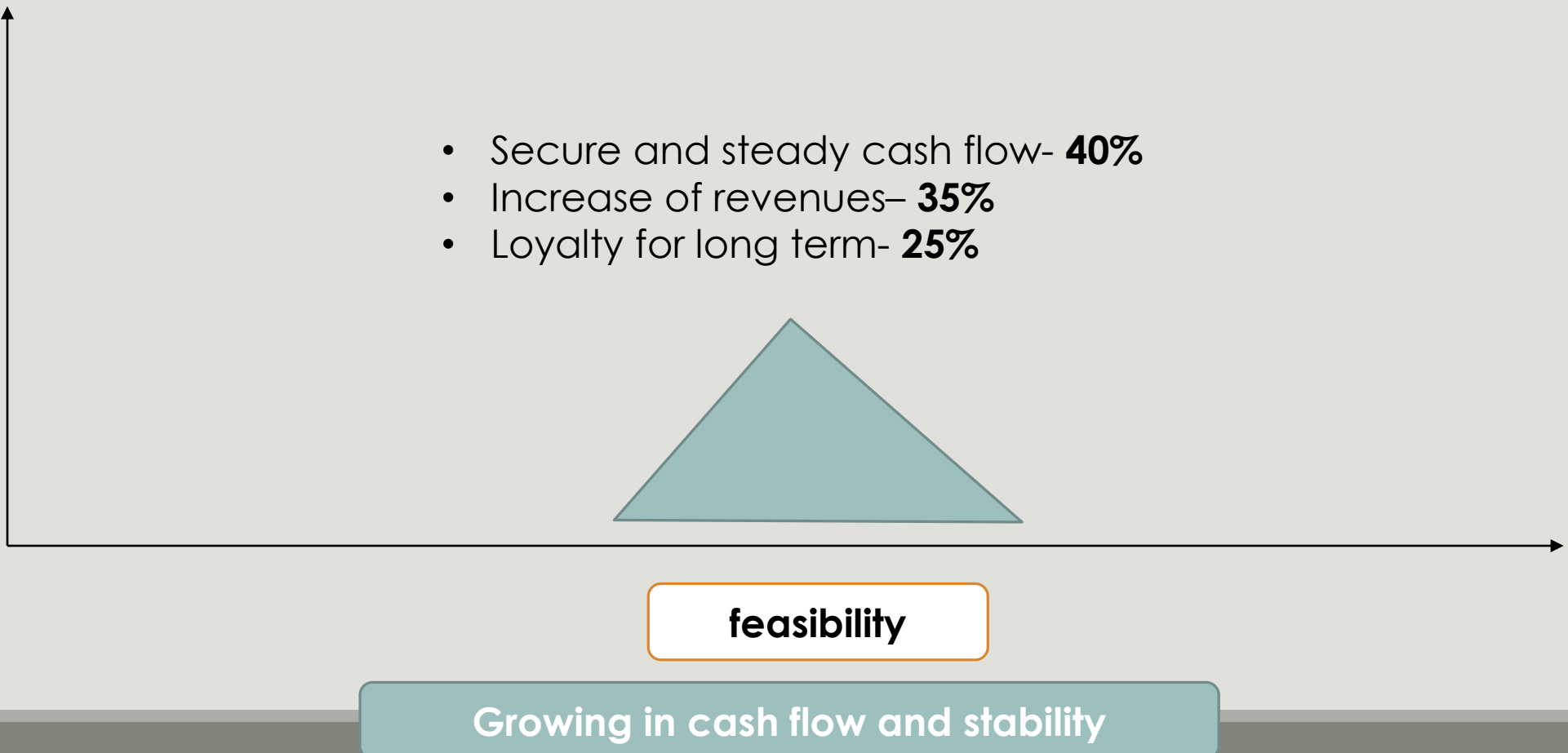
Choosing the right healthy option

Healthy company- healthy customer



Leverage the things that work for you now

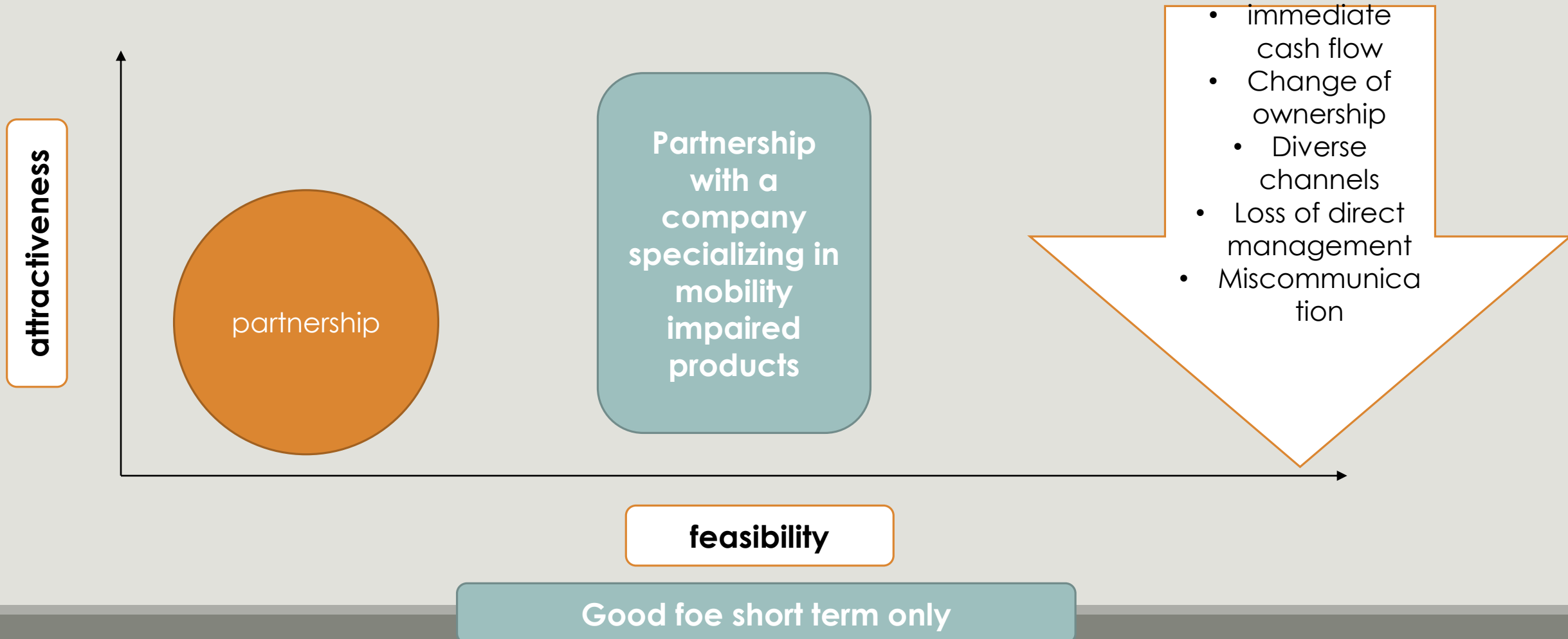
Healthy company- healthy customer

- 
- Secure and steady cash flow- **40%**
 - Increase of revenues- **35%**
 - Loyalty for long term- **25%**

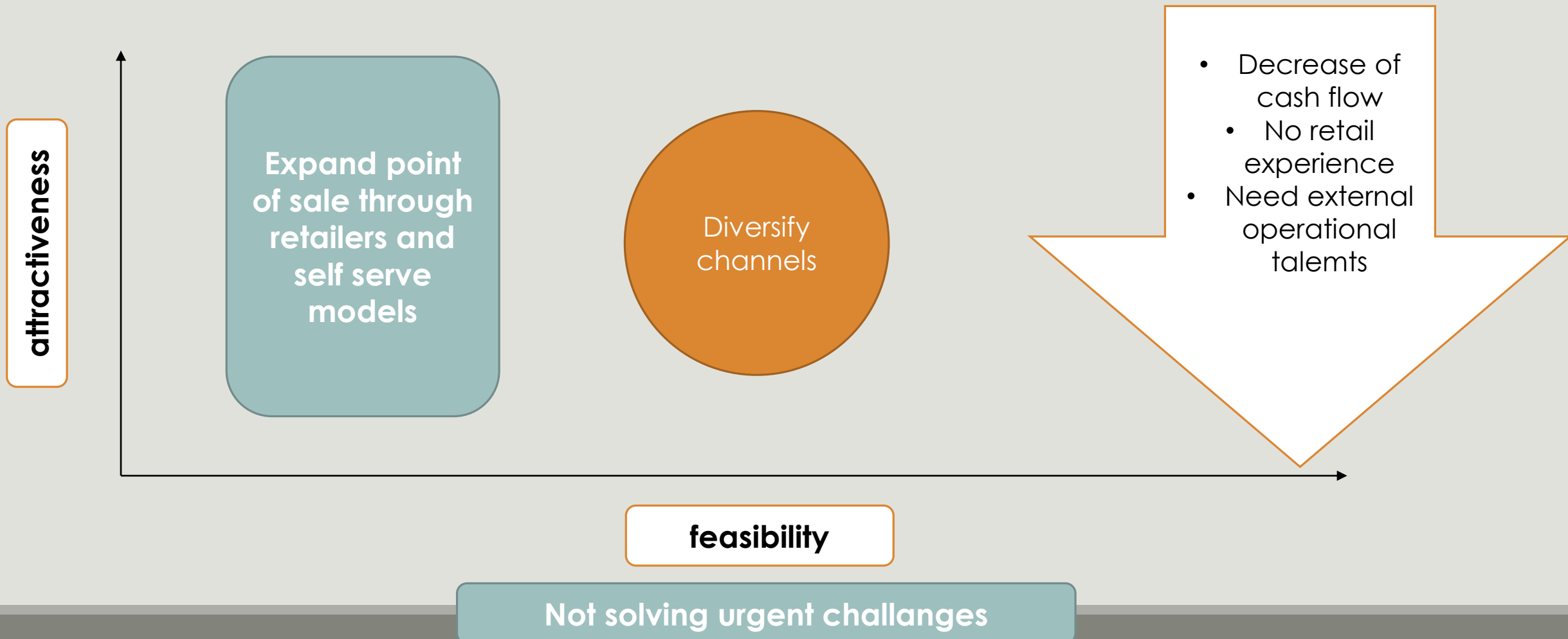
feasibility

Growing in cash flow and stability

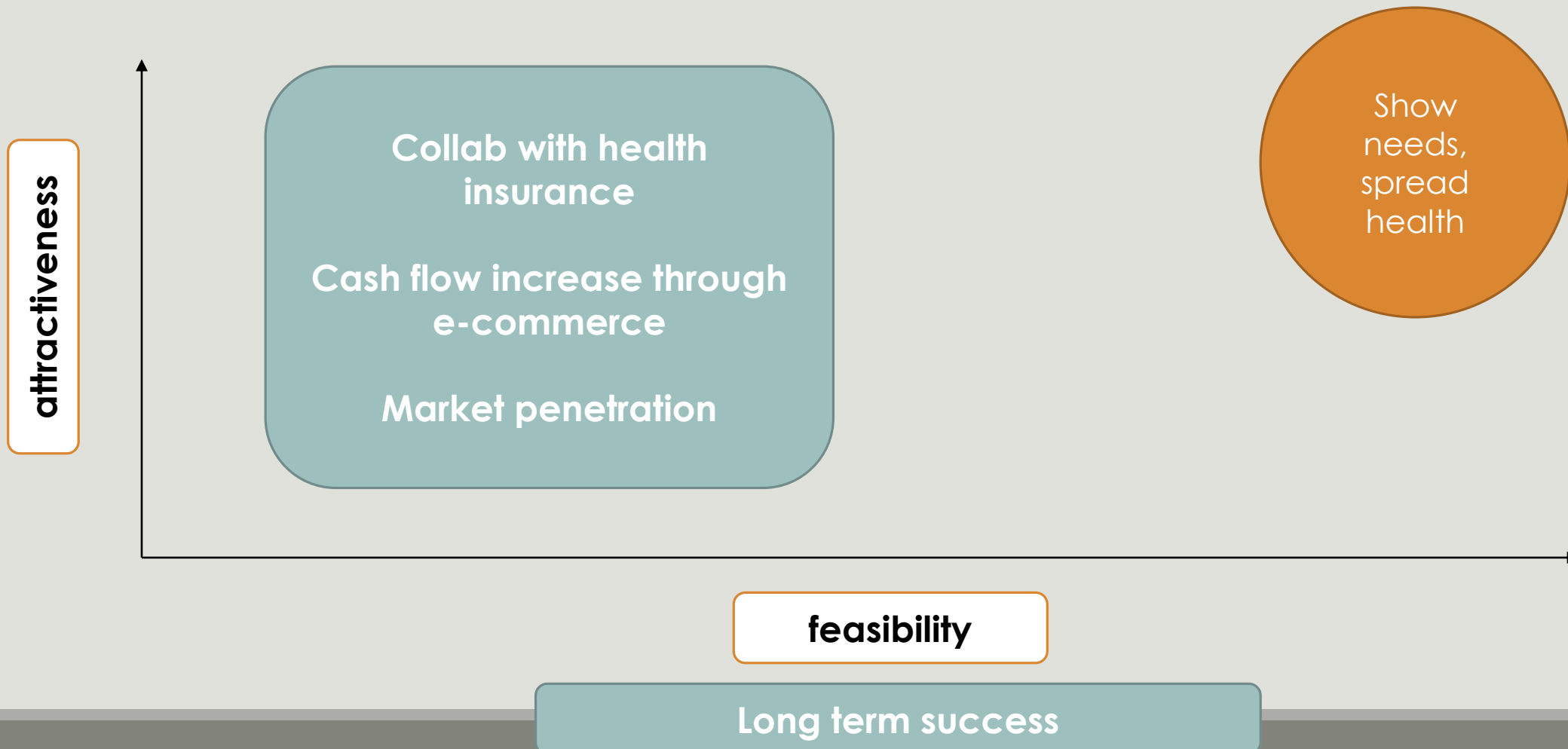
Healthy company- healthy customer



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Healthy company- healthy customer



Recommendation

Recommendation



Show the need
Spread the health

Recommendation



- Leveraging ownership of existing structure
- Increase of cash flow
- Invest 80% in E-Commerce

Differentiating product and stimulating demand

Implementation



Focus on Customers

- ✓ Senior citizens
- ✓ Home owners
- ✓ Have health and home insurance

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- ✓ Home owners
- ✓ Have health and home insurance

Why?

- They are the most at risk and capable of purchasing
 - High insurance expenses
 - Can afford quality product

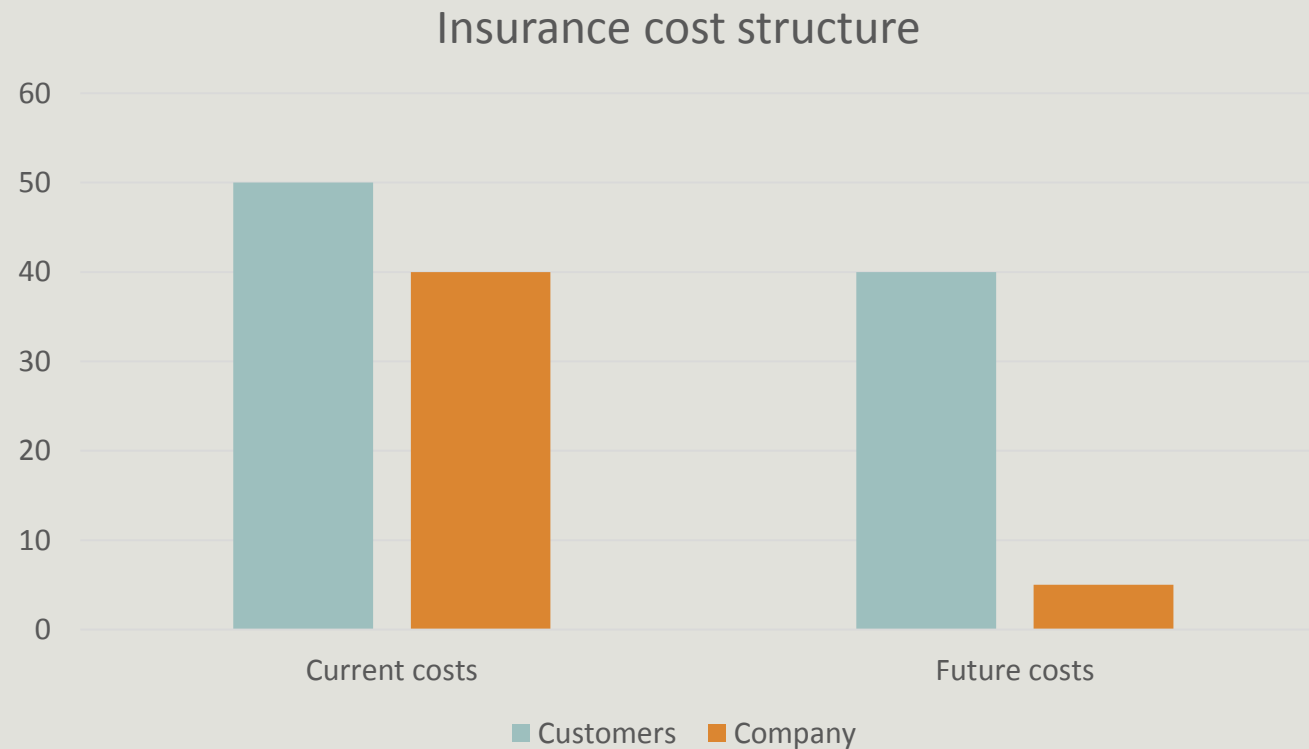
Focus on Insurance companies

- ✓ Insurance companies with experience in the elderly community
- ✓ Insurance companies that focus on health and life

Why?

- Fragmented market – looking to differentiate themselves
 - Reference of ProManAid customers
 - Reduce expenses of customers suing

Focus on Insurance companies



Insurance companies will have a huge incentive to offer these products

Channels

Insurance
companies
and local
small scale
agents

Face to
face PoS
selling
crew

Channels

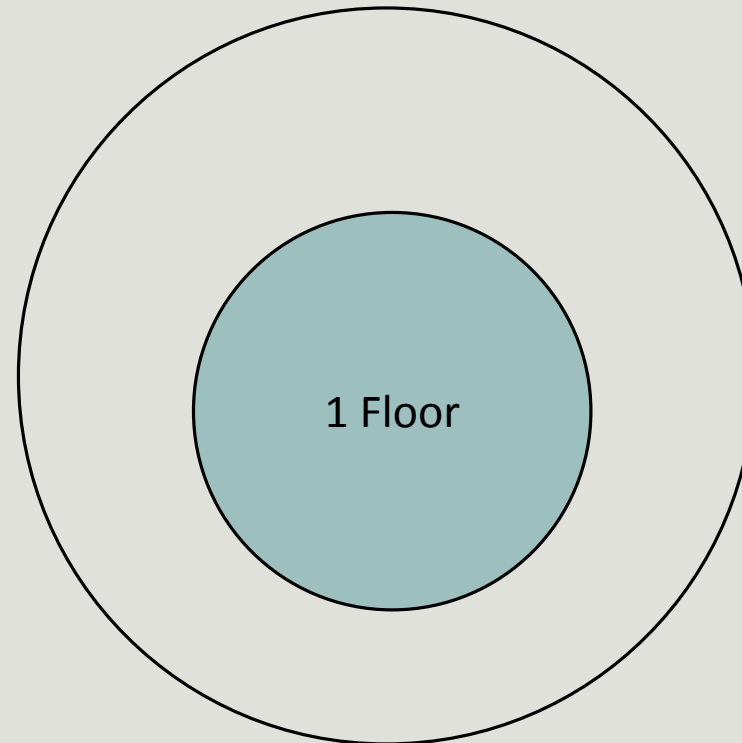
Insurance
companies
and local
small scale
agents

Face to
face PoS
selling
crew

- Hospitals
- Doctors
Nursing
homes
- OT

All directing to E-Commerce platforms

Market penetration



Your product in every home

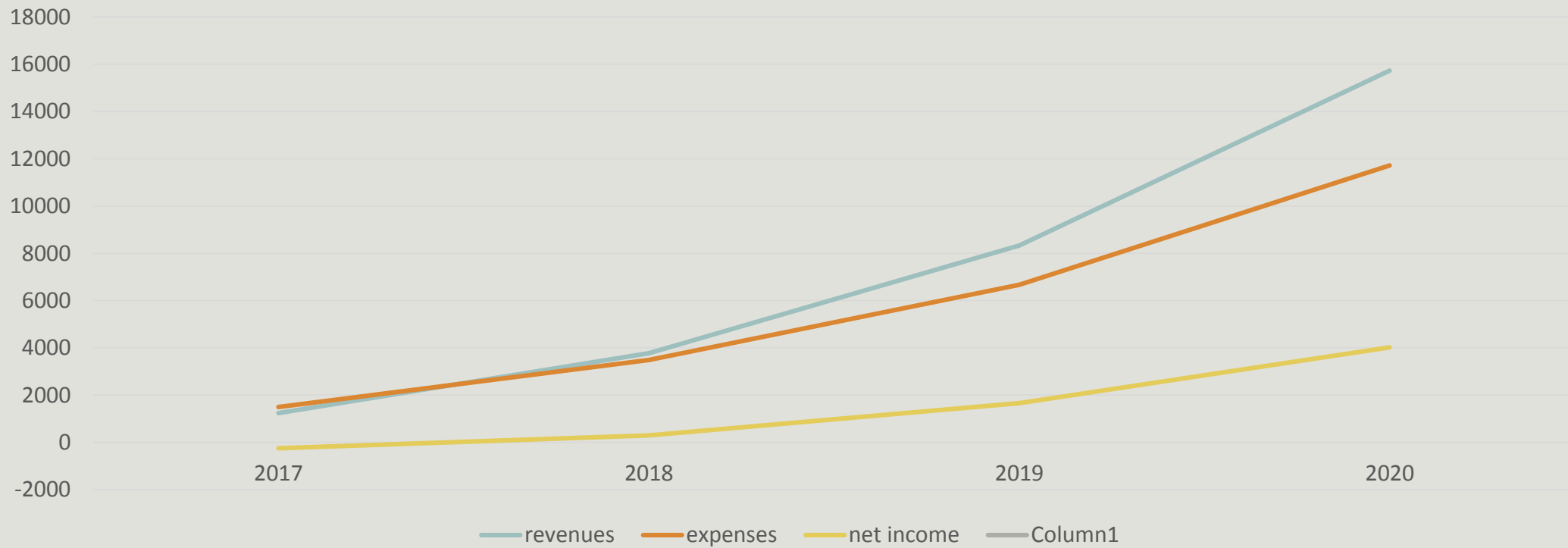
Financials

Cost structure in 2017


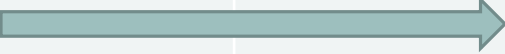
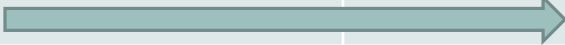

What?	Use of proceeds (thousands \$)
Product development (2 years)	229\$
Advertising & promotion	248\$
Selling costs	341\$
Marketing & sales	589\$
Existing debt	134\$
contingences	248\$
total	1,200\$
2017 gross profit	772\$
2017 net profit	(254.4%)

Financial projections

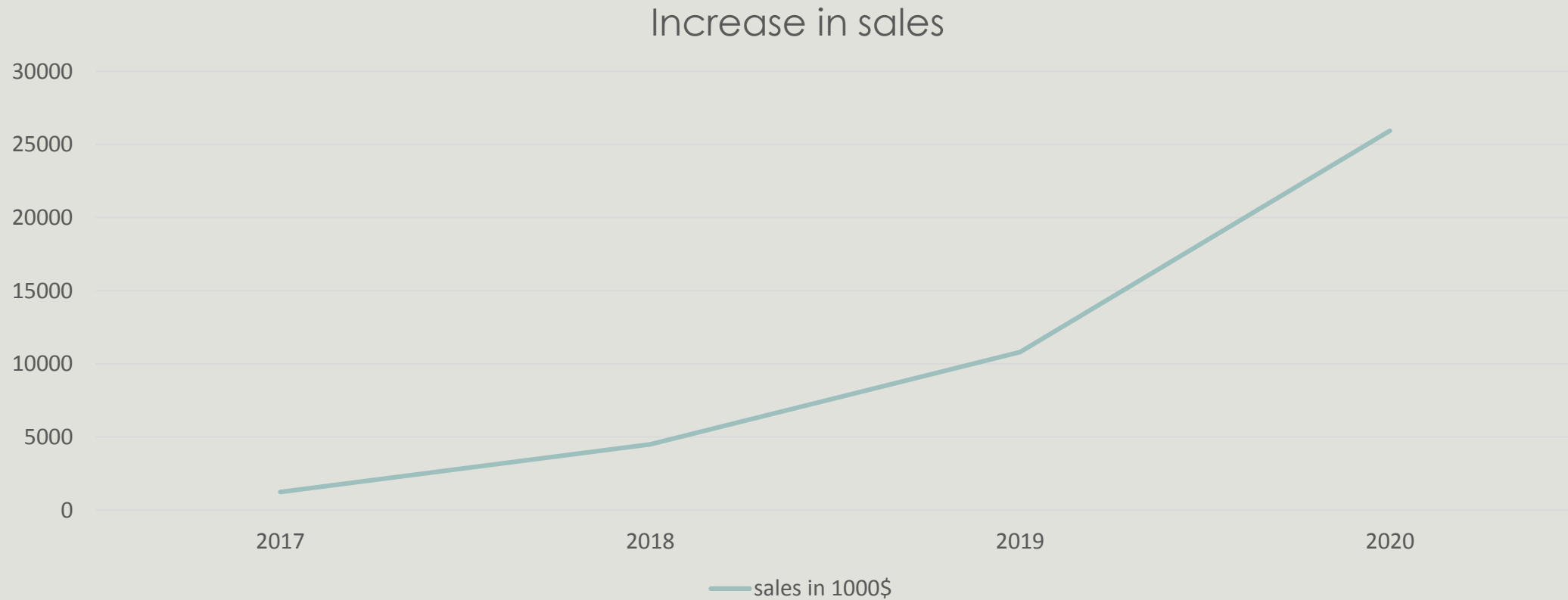
Financial projection of company



Expenses plan and time line

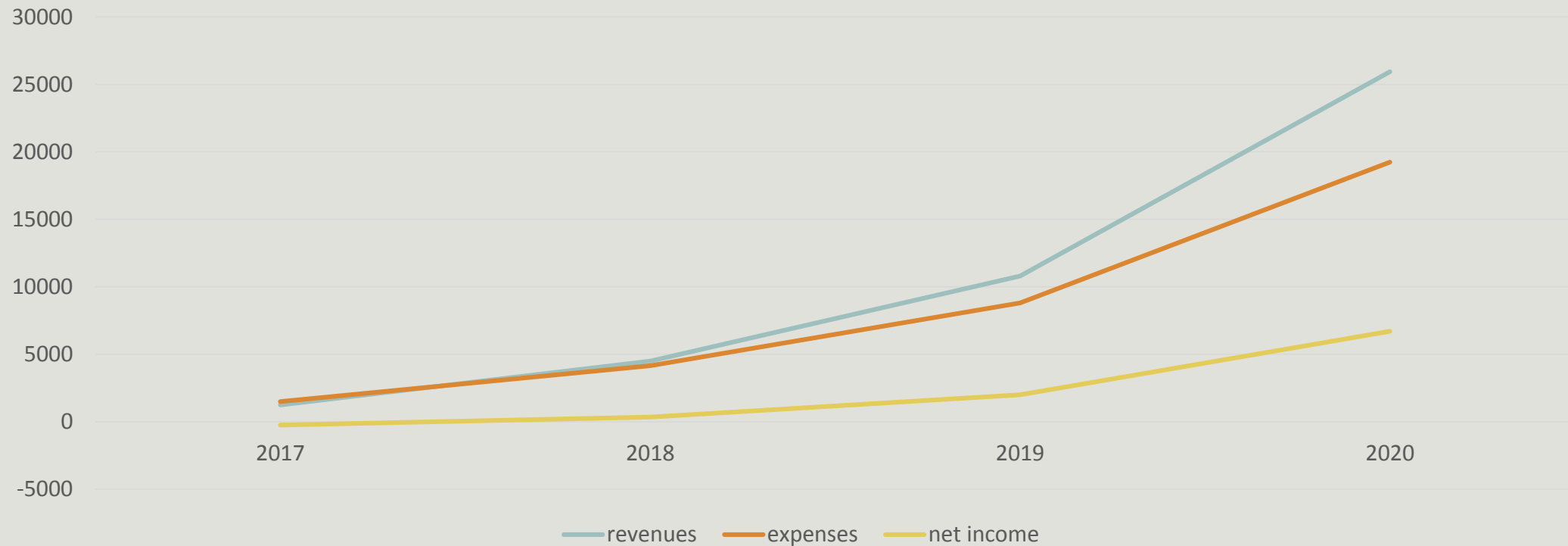
what	How much?	2018	2019	2020
HR working with insurance companies	100,000\$			
HR selling stewards (10 total)	400,000\$			
Marketing	650,000\$			
Payment of debt	134,000\$			
total	1,284,000\$			

Projected increase in sales



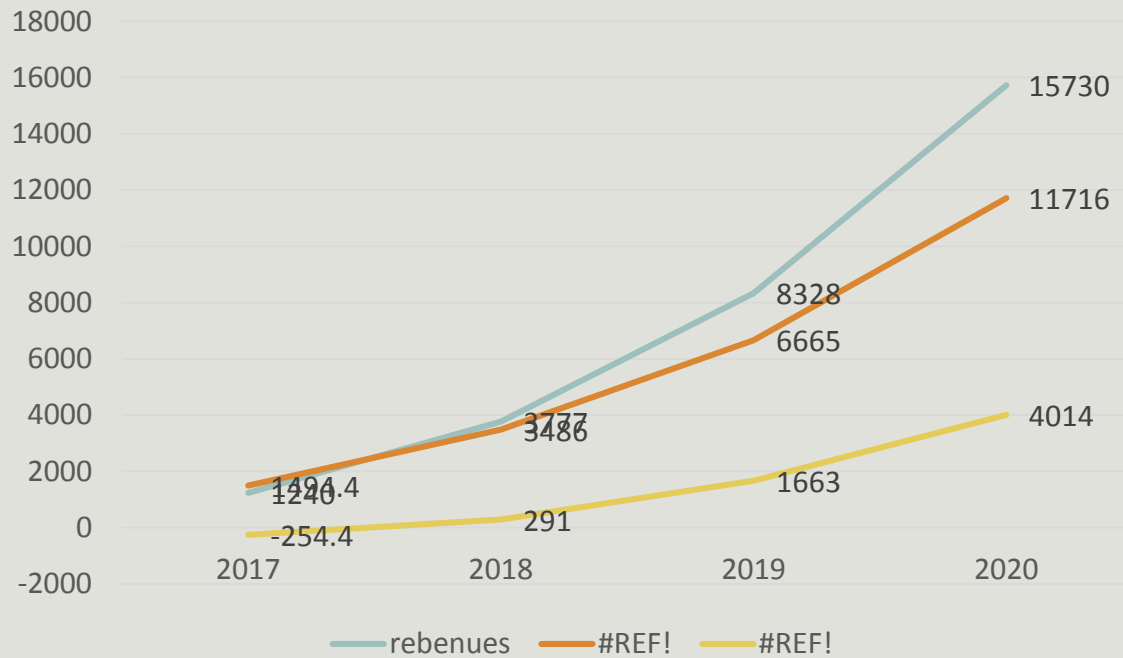
Projected financial growth

Revenues, expenses and net income 2017-2020 (000\$)

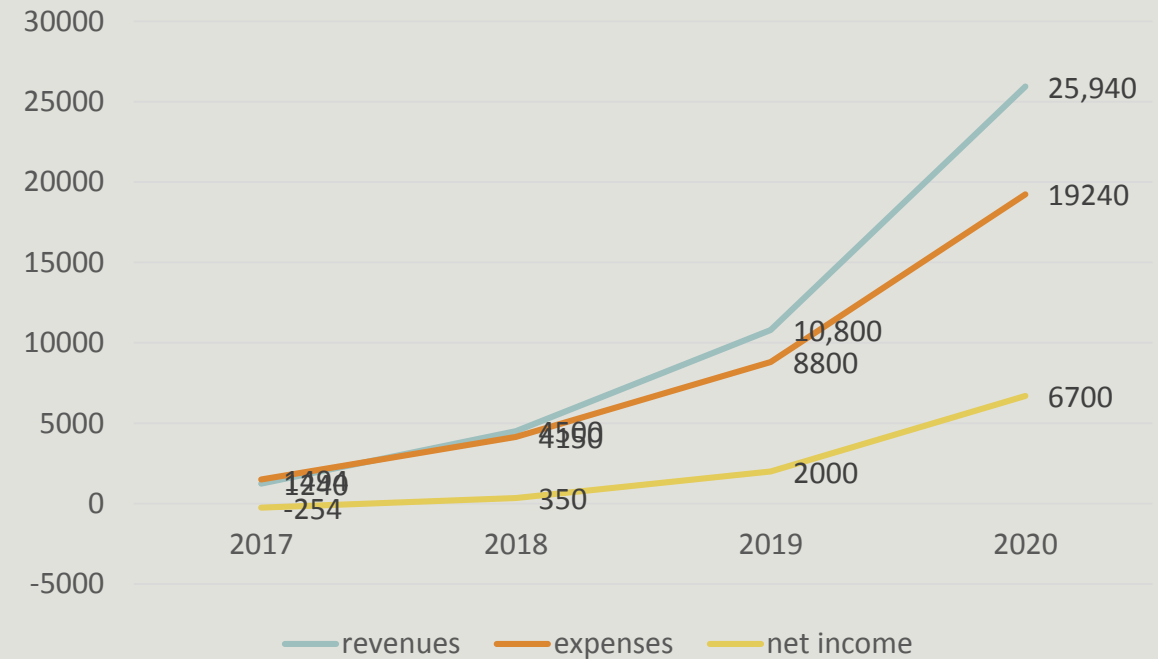


comparison

Estimated financial projections (000\$)
of company



Revenues, expenses and net income
2017-2020 (000\$)



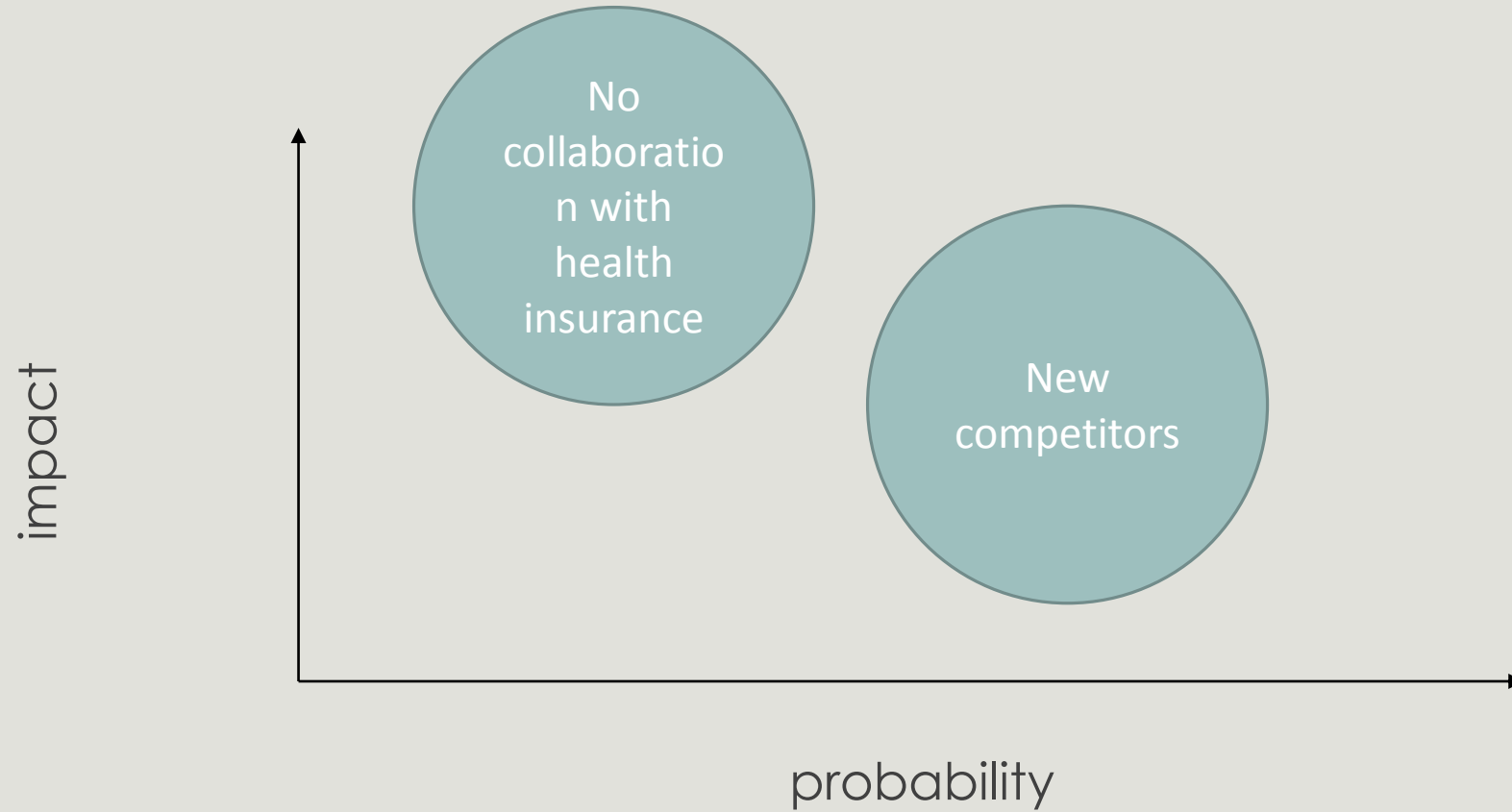
Projected financial growth

Value of investment
8,795,600 \$

New CGAR
338%

Risk Mitigation

Title



- Find a new partner
- Priorities strategies
- Re-think market penetration

- JV
- Partnership

Recommendation



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Q & A