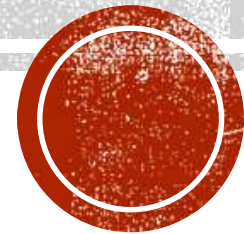


# MCGILL ST. LAURENT

Universidad Panamericana

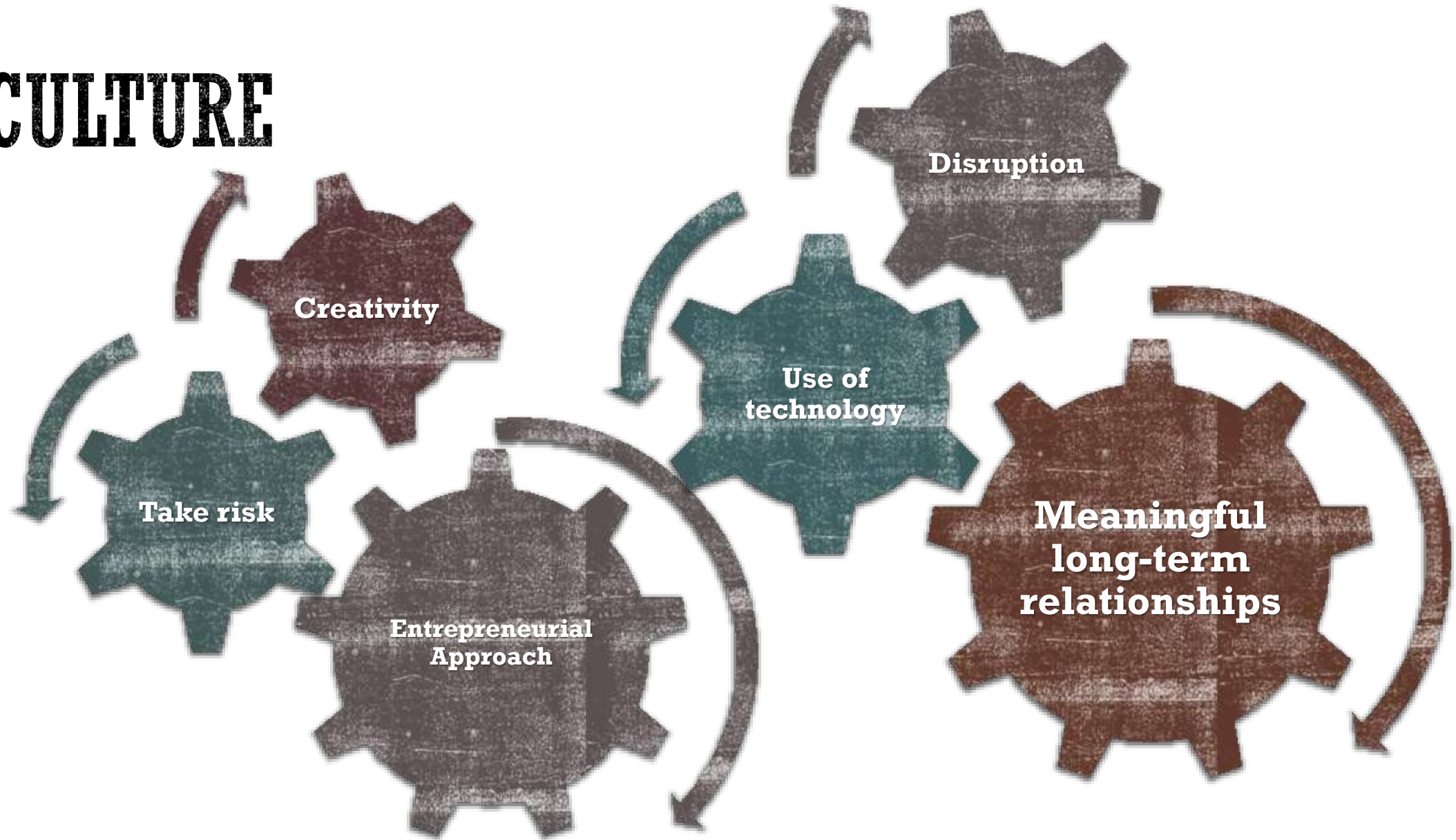


# **AGENDA**

- **Analysis**
- **Problem**
- **Alternatives**
- **Solution**
- **Recommendations**
- **Implementation**



# CULTURE



# SWOT



Analysis

Problem

Alternatives

Solution

Recommendation

Implementation



# BUSINESS SEGMENTS

	<b>CWP ENERGY</b>	<b>GRAIN ST LAURENT</b>	<b>CANADIAN WOOD PRODUCTS</b>	<b>ARCHITECTURAL PRODUCT COMPANY</b>
<b>Gross margin</b>	N/A	3-5%	6-8%	25-35%
<b>Gross profit % from total</b>	25.88%	8.03%		66.07%
<b>Customers</b>	BSB	B2B	B2B	B2B + B2C
<b>Easy to predict year's revenue</b>	✘	✓	✓	✓
<b>Other</b>	Highly volatile prices	High volume/ Low margin.	High volume/ Low margin.	Highest margin

Analysis

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# PROBLEM STATEMENT

For McGill St. Laurent, a problem is an opportunity ... so they don't solve ~~problems~~, they have **challenges**.

**How to disrupt and become the leaders in the industry using efficiently the human, technological and financial capital?**

Analysis

Problem

Alternatives

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# THE GOAL

Revenue for **\$50** million by 2020  
Growth **52.71%** every year



# ALTERNATIVES

1. Going into the Mexican market to enlarge the portfolio with a product with high similarity with wheat.

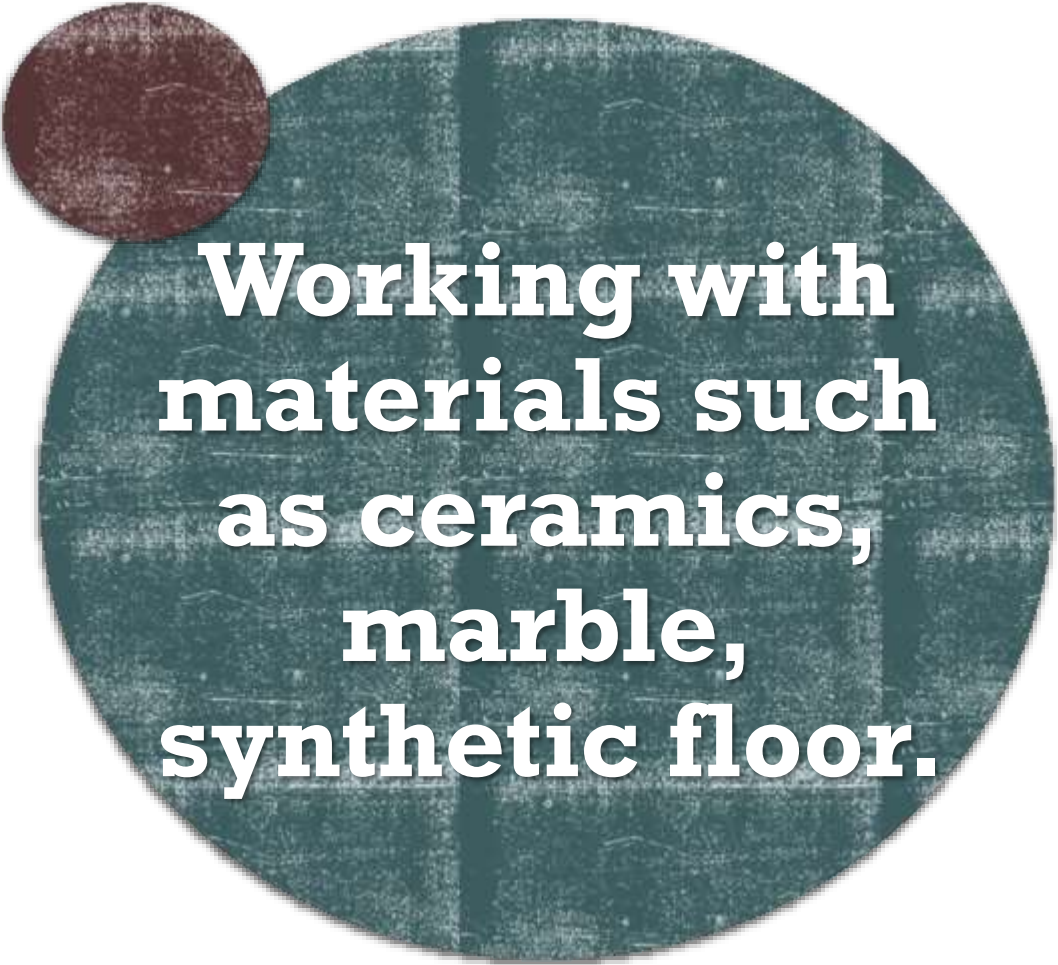
2. Working with materials such as floors, marble, synthetic floor.

3. Vertical integration in the logistic area with intelligent and electric trucks.





# SOLUTION FOR 2020



**Working with  
materials such  
as ceramics,  
marble,  
synthetic floor.**

Analysis

Problem

Alternatives

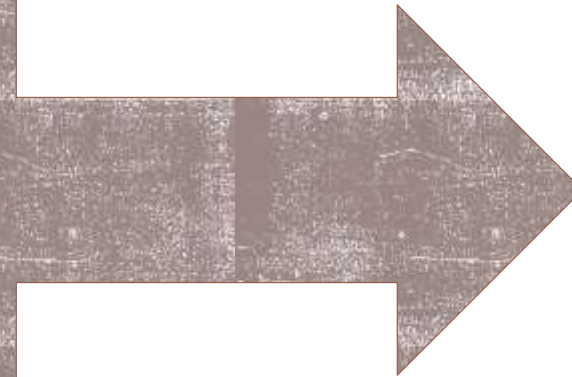
Solution

Recommendation

Implementation



Retail and ecommerce  
are already suffering a  
disruption at the  
moment.



**DISRUPTION**

Analysis

Problem

Alternatives

Solution

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Implementation



# BENEFITS



Greater negotiation power with building companies.

As construction migrates to ecommerce, better suppliers will be needed.

The know how of the brand will still be used.

The networking will remain similar and will be strengthened.

Gross margins will be higher (around 30%).

Inventory could be optimized by the AI that the company has.



# ACTION PLAN

1

- Hire a PM for the project.

2

- Market research within the Canadian market in order to know the needs.

3

- Research for suppliers that could help fulfilling the need.

4

- Check customs requirements and trade agreements.

5

- Agree terms and sign contracts.

6

- Start commercial plan.



# COMMERCIAL PLAN

1

- Train sales team of the characteristics of the new product.

2

- Develop the communication material that will be used

3

- Take use of the same credit lines and logistics to help the clients acquire the product.

4

- Enter into the ecommerce.



# COST

Research  
cost:  
\$30,000

Commercial  
plan:  
\$90,000



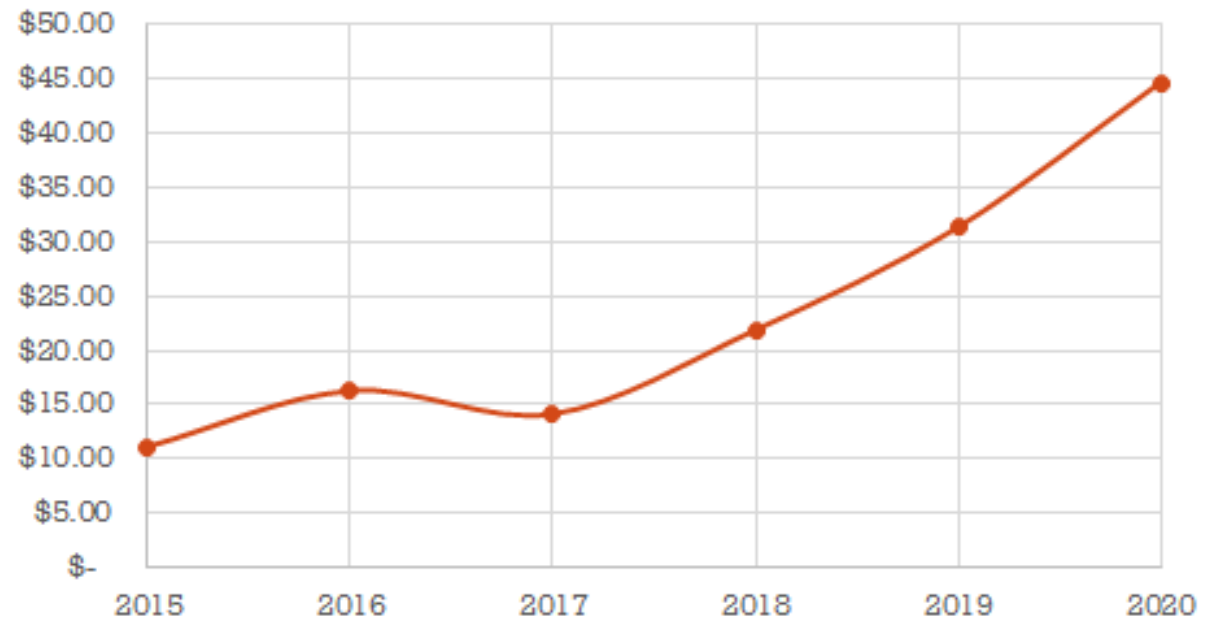
# DEVELOPMENT OF THE PLAN

	2018				2019			
	1st quarter	2nd quarter	3rd quarter	4rd quarter	1st quarter	2nd quarter	3rd quarter	4rd quarter
<b>Research</b>								
Market research in Canada								
Supplier research								
Customs requirements and agreements								
Contract signing								
<b>Commercial Plan</b>								
Training team								
Comunication material								
Start sales								
Enter the e-commerce								

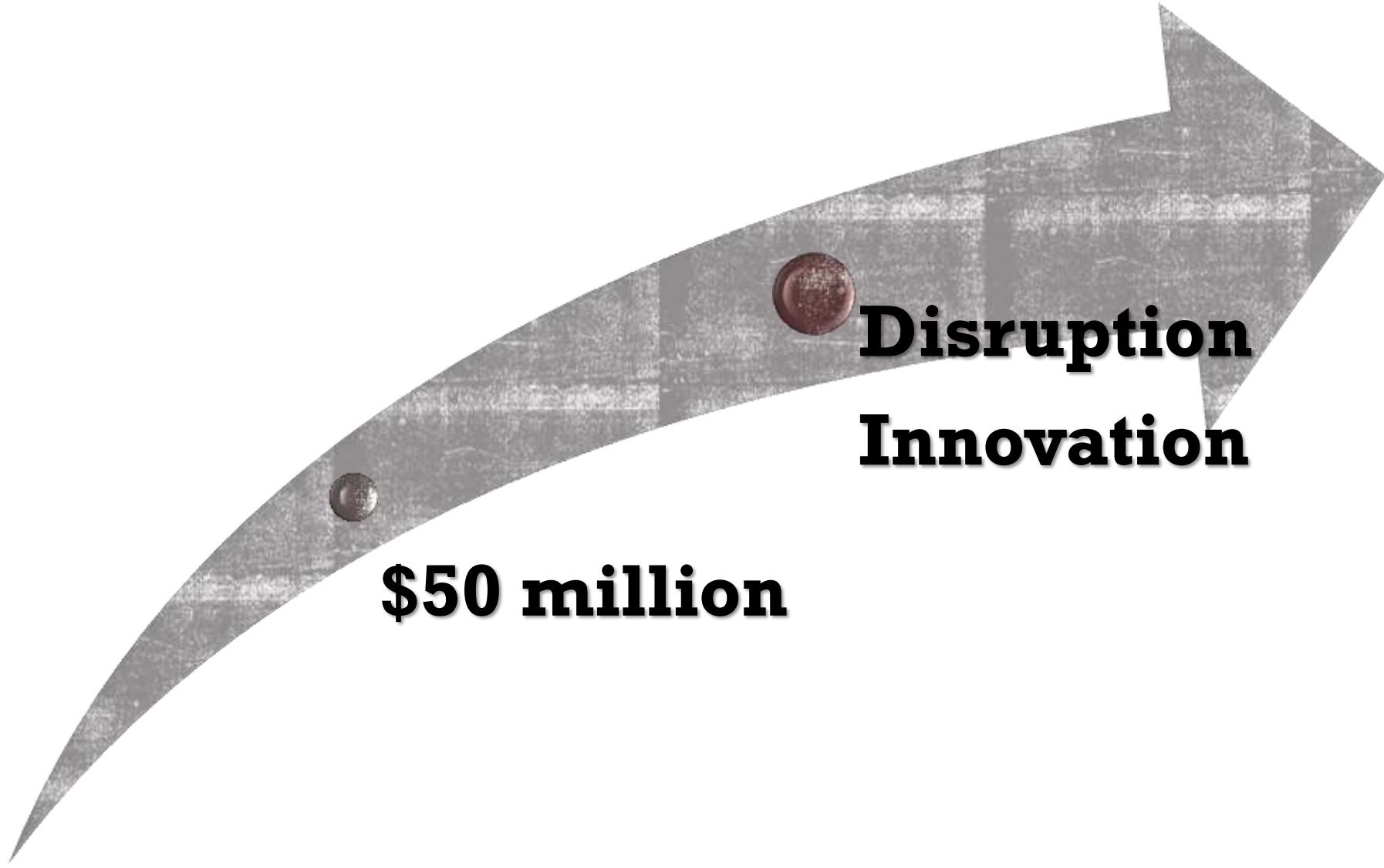


# GROSS PROFIT FORECAST (MILLIONS)

	2015	2016	2017	2018	2019	2020
ENERGY	\$ 3.60	\$ 6.06	\$ 3.64	\$ 4.55	\$ 5.69	\$ 7.11
GRAIN ST LAURENT	\$ 1.64	\$ 1.30	\$ 1.13	\$ 1.24	\$ 1.37	\$ 1.50
CWP	\$ 5.81	\$ 8.84	\$ 9.29	\$ 13.01	\$ 18.21	\$ 25.49
MARBLE				\$ 1.00	\$ 2.00	\$ 3.50
SYNTHETIC WOOD				\$ 1.00	\$ 2.00	\$ 3.50
CERAMIC FLOOR				\$ 1.00	\$ 2.00	\$ 3.50







# **Disruption Innovation**

**\$50 million**



**UNIVERSIDAD  
PANAMERICANA**

**Mexico**

**Thank you**

