



FinNext 2020 Tech Challenge Part 2 Overview

Following Models Inc.'s recent off-site strategy meeting, the decision has been made that the strategic priority is to grow volume and market share while sacrificing up to five (5) percentage points of the company's current gross profit margin. The company has identified two (2) potential acquisition targets that operation in the space that offer complimentary products to add to Models Inc.'s current catalog.

Acquisition Targets

- Train Co.
 - Estimated Acquisition Cost: 5x Their Three (3) – Year Average Revenue
 - Has Domestic and International Sales
 - 75 Employees Located in the US

- First to Flight
 - Estimated Acquisition Cost: 3x Their Three (3) – Year Average Revenue
 - Has Domestic and International Sales
 - 75 Employees Located in the US

Company Goals:

1. Increase Gross Revenues by XX
2. Limit Gross Profit Margin Decline by a Maximum of five (5) Percentage Points
3. Increase International Gross Sales Revenues by XX

Additional Company Goals for Company Strategy Map/Dashboard/Scorecard

1. Deploy Digital Inventory Management Software
2. Continually Improve Customer Satisfaction Scores
3. Continually Improve Employee Satisfaction Scores

Participants will have ten (10) minutes to present on the following:

1. Show a strategy map or a company goal dashboard
2. Show different pro-forma options
3. Make a recommendation on the potential acquisition targets
 - Either, Neither, or Both



Models Inc. Overview

Models, Inc. has been a wholesaler and distributor of Models collectables such as classic cars, planes and trains in the United States, Europe and Asia for approximately 15 years ago. The company's distribution sales operation is divided into 4 territories across 19 countries. Models, Inc.'s customer base is primarily made up of toy and collectable retailers and its current product base consists of 6 product categories, with 86 unique product Models. Over the past three years, Models, Inc. has experienced moderate sales growth, but does experience inconsistencies in the COGS of its various product Models as well as their per unit pricing between various clients.

Product Categories	Sales Territories
<ul style="list-style-type: none">• Classic Cars• Motorcycles• Planes• Ships• Trains• Trucks & Buses	<ul style="list-style-type: none">• APAC• EMEA• Japan• North America

In preparation for its upcoming executive off-site meeting, Models Inc.'s FP&A team has been asked to prepare multiple leaders that will be onsite for the meeting to create and pull relevant reports as needed for the various areas of discussion. For this challenge, interested participants should create a 5-minute webinar/video demonstration that depicts the following:

4. Navigate through the provided sales data by various dimensions, showing off visualization capabilities, by completing the following tasks:
 - Drill down and drill through
 - Self-service slice/dice, keeping in mind security levels
 - Dashboards by role
 - How should the CFO think about profitability by dimension?
5. Forecast sales for the remainder of 2018
 - Create and review a sales forecast for the remainder of 2018 (Q3 & Q4) using trend analysis, predictive BI or driver-based assumptions
 - Show the variance to budget on revenue
6. Forecast scenarios for 2019 sales
 - Create 3 forecasts for 2019, showing the ability to create multiple scenarios and compare against them
 - Recession (-15% in Sales)
 - Moderate Growth (4% Growth in Sales)
 - Aggressive Growth (10% Growth in Sales)