

# 1b. Pre-fill Bottom-up exercise for Growth business

## Overview

In this section, you will find information about the process to pre-fill bottom-up exercise for growth business. You will find among others the rules for the initialization of the growth business from the opportunity management module. These steps are automated, no action required from end-users



**Link with opportunities**  
During the initializing period (June) all open growth business opportunities + closed won opportunities with target delivery sales > May 2016 are replicated in the Commercial roadmap.

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### Concerned profiles:

Sales

## Step By Step

| Pre-fill Bottom-up for Growth business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <p>During the initializing period (June) all open growth business opportunities + closed won opportunities with target delivery sales &gt; May 2016 are replicated in the Commercial roadmap</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <div>Commercial Roadmap exercise</div>  |
| Growth business initialization common rules                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                            |
| <ul style="list-style-type: none"><li>•Business potential is replicated in the Commercial roadmap (sold to/product level)</li><li>•Business potential Volume is multiplied by the opportunity % of probability (e.g. opportunity of 100 tin 2018, probability 20% will show up as 20t in 2018 in the commercial roadmap)</li><li>•If one opportunity has 3 products 3 lines will be created in the Commercial roadmap (one by product)</li><li>•Price &amp; Contribution Margin are copied in the Commercial Roadmap</li><li>•The checkbox “to include in the commercial roadmap” allows you to include or not the opportunity in the Commercial Roadmap (by default, it will be checked as ‘to include’)</li></ul> |                                                                                                                            |
| Example of Growth business initialization–                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                            |

The **opportunity** is created

### Opportunity Product Detail

#### Opportunity Product Information

|                                |          |                                |            |
|--------------------------------|----------|--------------------------------|------------|
| Product code                   | 00000042 | Opportunity                    | 000000     |
| Product                        | 000000   | Targeted first delivery date   | 27/04/2018 |
| Increase in opportunity amount | 000000   | Contract validity date         | 01/01/2019 |
| To be increased in the UK      | 000000   | Product Title Amount           | EUR 0.00   |
| SKU                            | 000000   | Currency                       | EUR        |
| Opportunity code               | 000000   | Last Commerce Reading Creation | 20/04/2018 |

#### Product Information

|                            |        |                                |        |
|----------------------------|--------|--------------------------------|--------|
| SKU                        | 000000 | Currency                       | EUR    |
| CM Calculation Method      | 000000 | Target Unit price per unit     | 000000 |
| Contribution Margin (%)    | 000000 | Expected first delivery volume | 000000 |
| Contribution Margin Amount | 000000 | Unit of Measure                | 000000 |
| Shipping Rate              | 000000 | Unit Description               | 000000 |
| Manufacturing Plant        | 000000 |                                |        |

#### Market Segmentation

|             |                               |
|-------------|-------------------------------|
| Market      | AGRO                          |
| Segment     | PLANT NUTRITION               |
| Application | CO - FERTILISANTS             |
| End use     | AGRICULTURAL TECHNOLOGY AGENT |

#### Business Potential

| Year | Expected yearly volume | Unit      | Target Unit price | CM Calculation Method | Contribution Margin (%) | Contribution M |
|------|------------------------|-----------|-------------------|-----------------------|-------------------------|----------------|
| 2016 | 390.00                 | EUR 10.00 |                   |                       |                         |                |
| 2017 | 390.00                 | EUR 10.00 |                   |                       |                         |                |
| 2018 | 390.00                 | EUR 10.00 |                   |                       |                         |                |
| 2019 | 390.00                 | EUR 10.00 |                   |                       |                         |                |

The corresponding growth business automatically created in the Commercial Roadmap

| Opportunity Prod |                           | Targeted delivery date   |                 | To include in the CR      |                          | Sold To Name    |                         | Product                |               | Region                  |                        | Corporate Groups |  | Country |  | O |  |
|------------------|---------------------------|--------------------------|-----------------|---------------------------|--------------------------|-----------------|-------------------------|------------------------|---------------|-------------------------|------------------------|------------------|--|---------|--|---|--|
| int              |                           |                          |                 | ✓                         |                          | AZELIS BENELUX  |                         | GBW 30                 |               | EMEA                    |                        |                  |  | Belgium |  |   |  |
| Year             | Initial ASP year currency | Initial volume year in t | Initial CM year | Updated ASP year currency | Updated volume year in t | Updated CM year | Updated ASP Q1 currency | Updated volume Q1 in t | Updated CM Q1 | Updated ASP Q2 currency | Updated volume Q2 in t | Updated CM Q2    |  |         |  |   |  |
| 2016             | EUR 50.00                 | 360.000                  |                 | EUR 50.00                 | 360.000                  |                 | EUR 0.00                | 0.000                  |               | 50.00                   | 120.000                |                  |  |         |  |   |  |
| 2017             | EUR 50.00                 | 360.000                  |                 | EUR 50.00                 | 360.000                  |                 | 0.00                    | 0.000                  |               | 50.00                   | 120.000                |                  |  |         |  |   |  |

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## Related articles

- Create a New Opportunity
- Introduction to Commercial Roadmap
- 1a. Pre-fill Bottom-up exercise for Recurrent business
- 2. Update commercial roadmap data
- 3. Adjust commercial roadmap data
- 4. Compare bottom-up with Strategic Roadmap
- 5. Freeze the Commercial Roadmap

Need help?

To request any support or if you have identified a bug or incident , please create a Freshdesk ticket using Solvia platform : <https://solvia.solvay.com/>

The screenshot shows the Solway website with a dark blue background featuring a world map and various icons. The navigation bar at the top includes links for 'FAQ', 'Demo video', 'Contact us', and 'EN'. The main heading reads 'We're here to help' with a globe icon. Below this is a contact form with a 'Your subject' input field, a 'To have a better and faster resolution in your request, please provide as much details as you can. (Fig. Application, system, transaction name...)' text area, and a 'Submit' button. The bottom of the form has options to 'Attach documents' and a 'Priority' dropdown menu set to 'Low'.

*you can copy users with email address , default priority is Low , then Submit . We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example*