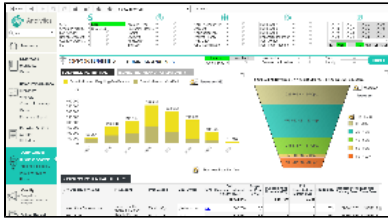


Business Analysis (Opportunities)



Owner

CRM Team

D&PS Expert

EMEA: Stéphane Bourgeaud-lignot

NAM/LAM: Karina Tsuji

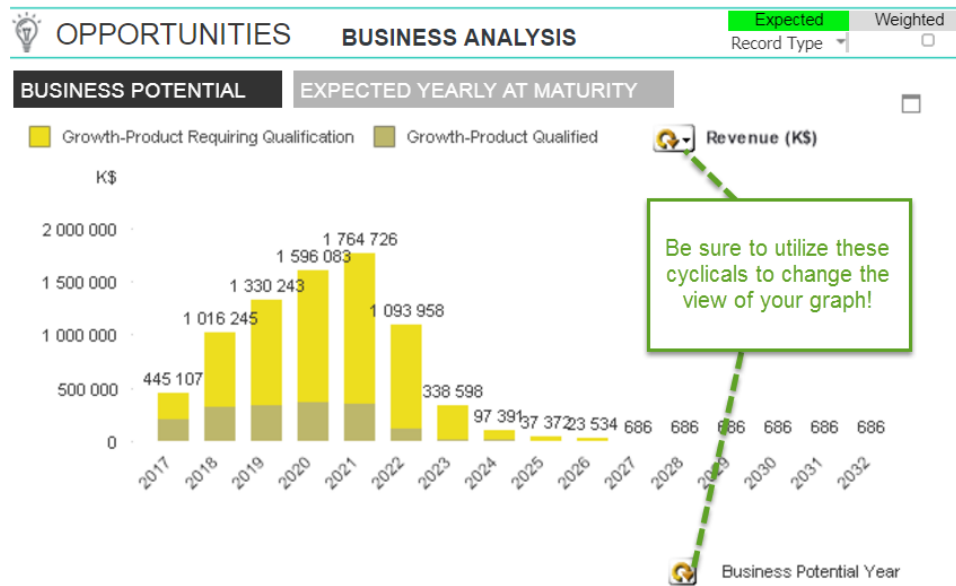
APAC: Lilian Cheong

General Description

The Business Potential tab is great for looking at your potential accessible (opportunity) revenue and volumes coming from the Salesforce.com pipeline. It allows a view of your ramp up/forecast for potential business. This is done through several indicators on the page:

The Expected/Weighted button will allow users to see the Business Potential with or without taking the Probability Rate into consideration in the calculations.

Business Potential:



This graph shows the ramp up/forecast of the opportunities with several available dimensions: Region, Market, Segment, Customer Classification, Strategic Segment, Manufacturing Plant, Business Potential Year, Group of Activity (BU), and GBU Segmentation 1, 2, and 3. Available indicators on the graph are Revenue, Volume, and Contribution Margin. There is also a split of the data between qualified product and product requiring qualification.

Expected Yearly at Maturity:



OPPORTUNITIES

BUSINESS ANALYSIS

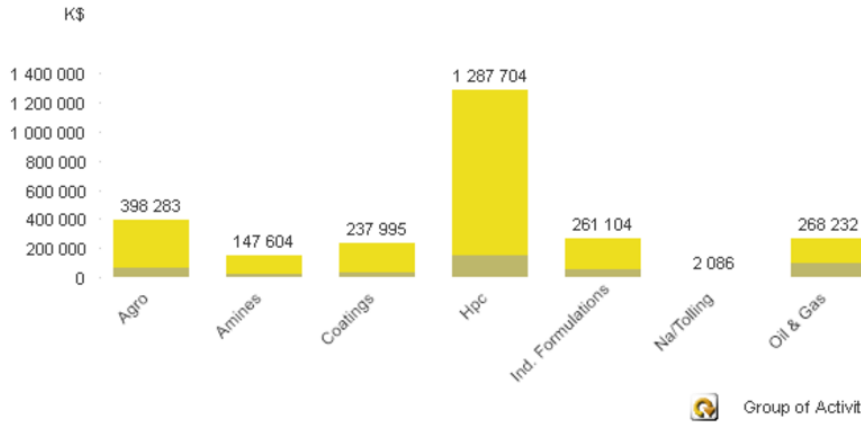
Expected Weighted
Record Type

BUSINESS POTENTIAL

EXPECTED YEARLY AT MATURITY

Growth-Product Requiring Qualification Growth-Product Qualified

Revenue (K\$)

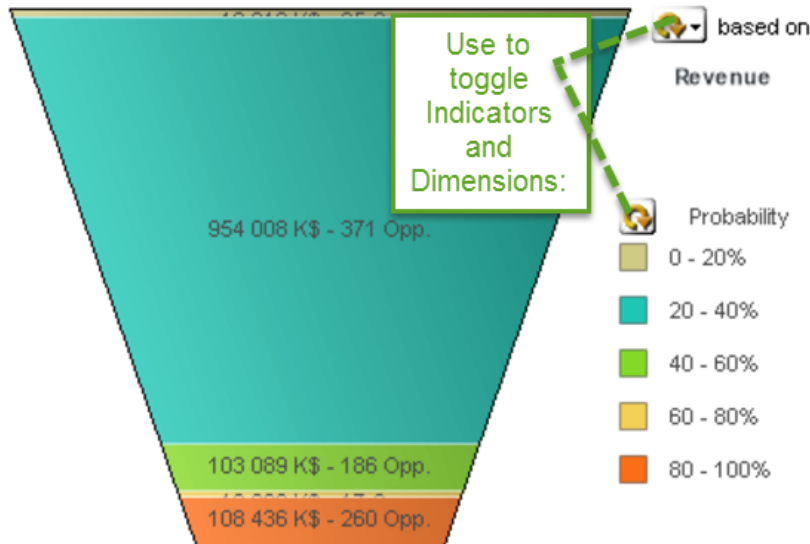


"Expected Yearly at Maturity" is the volume and Revenue expected to sell at the maturity of each opportunity (not ramp up). There is no time period selection for this indicator as it simply shows the yearly figures at maturity.

The Funnel:

The funnel on the right allows users to view the opportunity data by Revenue, Volume, Contribution Margin, or # of Opportunities (use the cyclical as indicated below to change indicators). Also, this funnel can be viewed by probability or stage dimensions. At the top of the funnel are the totals based on your current filter selections.

1 195 680 K\$ Revenue - 652 096 KLB - 333 114 K\$ CM - 869 Opp.



Expected Yearly Details:

This table gives us details of the opportunities in the indicators above. See the picture below for short descriptions of each field:

[Link directly to SFDC Opportunity](#)

Opportunity Name	Account	Prdt Level	Opp. Owner	Link	Expected Yearly Volume (KLB)	Target Unit Price (\$/KLB)	Expected Yearly Revenue (K\$)	Yearly Contribution Margin (%)	Yearly Contribution Margin (K\$)	Probability	Targeted First Delivery Date	Expected Close Date
BAYER CROP SCIENCE LP_Novecat..._CO - FORMUL	Bayer Crop Science Lp	Agro Dr 2000	PALMER Troy	▶	100	8 000.0	800	60%	480	20%	01/08/2018	07/09/2018
Starguar 5	Intec Div Of Rosens Inc	(Aa) Product To Be Developed	PALMER Troy	▶	1	Target Unit Price entered on SFDC for product	1 800	-	0	50%	01/08/2018	01/03/2018
HELM AGRO US Inc_Novecat..._BIOACTIVAT...	Helm Agro Us Inc.	Agro Fnc 1500	Smith S...	▶	375		375	50%	188	100%		21/04/2016
MARKTESH M AGAN OF NORTH AMERICA INC_Nov...	Makhtesh Agan Of North America Inc	Antarox B-104	Opportunity Owner from SFDC	▶	276		276	35%	97	100%		1st delivery date entered by Sales Rep (on SFDC)
		SFDC Product Lvl 4 (Typically the SAP Product)	Opportunity Owner from SFDC	▶	1 000.0		1 000.0		353 114			Expected date of closing entered by Sales Rep (on SFDC)
		SFDC Account (Customer)	Opportunity Owner from SFDC	▶	650.0		650.0		CM from SFDC			Expected date of closing entered by Sales Rep (on SFDC)
		Volume expected as entered on SFDC	Opportunity Owner from SFDC	▶	1 150.0		1 150.0		CM in Revenue from SFDC			Expected date of closing entered by Sales Rep (on SFDC)
		Expected Revenue per year entered by Sales Rep (on SFDC)	Opportunity Owner from SFDC	▶	1 200.0		1 200.0		Probability rate entered by Sales Rep on SFDC			Expected date of closing entered by Sales Rep (on SFDC)
		Probability rate entered by Sales Rep on SFDC	Opportunity Owner from SFDC	▶	850.0		850.0	30%	257			Expected date of closing entered by Sales Rep (on SFDC)
		Expected Revenue per year entered by Sales Rep (on SFDC)	Opportunity Owner from SFDC	▶	771.1		771.1	30%	612			Expected date of closing entered by Sales Rep (on SFDC)
		Probability rate entered by Sales Rep on SFDC	Opportunity Owner from SFDC	▶	5 350.0		5 350.0	60%	1 233	100%		Expected date of closing entered by Sales Rep (on SFDC)
		Expected Revenue per year entered by Sales Rep (on SFDC)	Opportunity Owner from SFDC	▶	85	1 230.0	105	40%	42	30%	01/12/2017	01/12/2017

Below are examples of some of the calculations used for Expected business potential:

Expected Business Potential Calculation:

[blocked URL](#)

- Expected Full Business Potential Volume = Sum of all years of Business Potential Volume eg. from 2018 to 2022 (10 + 20 + 20 + 20 + 20).
- Expected Yearly Margin (K€) = Expected Yearly Volume x Target Unit Price per UoM x Contribution Margin (%) = (20 x 5300 x 22.6%).
- Expected Full Business Potential CM (K€) = Sum of all years of Business Potential Margin Amount eg. from 2018 to 2022 (11,978 + 23,956 + 23,965 + 23,956 + 23,956)
- Expected Business Potential Margin per Unit (€/unit) = Sum of all years of Business Potential Margin amount / Sum of all years of Business Potential Volume (108/90)
- Expected Yearly Margin per Unit (€/unit) = Expected Yearly Margin (K€) / Expected Yearly Volume (24/20)

Below are examples of some of the calculations used for Weighted business potential:

Weighted Business Potential Calculation:

[blocked URL](#)

- Weighted Yearly Volume = Expected Yearly Volume x Probability = (20 x 20%)
- Weighted Full Business Potential = Expected Full Business Potential Volume x Probability (90 x 20%)
- Weighted Yearly Margin (K€) = Expected Yearly Margin (K€) x Probability (24 x 20%)
- Weighted Full Business Potential CM (K€) = Expected Full Business Potential CM (K€) x Probability (108 x 20%)
- Weighted Potential Margin per Unit (€/unit) = Sum of all years of Weighted Business Potential Margin amount / Sum of all years of Weighted Business Potential Volume (22/18)
- Weighted Yearly Margin per Unit (€/unit) = Weighted Yearly Margin Amount / Weighted Yearly Volume (5/4)

Below are reference screen shots taken from Opportunities in Salesforce:

Screens taken from CRM SalesForces (Opportunities):

[blocked URL](#)

[blocked URL](#)

▼ Opportunity Information

Opportunity Owner	[Redacted]	Stage	3 – Closed Won
Opportunity Name	BBW - Creamy Body Wash	Stage Reason	Won by Solvay
Opportunity Convention Name	[Redacted]	Expected Yearly Revenues	USD 907,600.00
Account Name	VEE PAK INC	Probability (%)	100%
GBU	[Redacted]	Close Date	9/28/2017
BU	[Redacted]	Opportunity Currency	USD
Visibility	Shared	Canibalization ?	<input type="checkbox"/>