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Houlihan Lokey

CHESS
CHIEF HOUSEWARES
EXECUTIVE SUPERSESSION

IHA
THE HOME AUTHORITY

PROBLEM:

Ignoring Price / Volume Analysis as a Strategy Tool

- After a period of price increases due to supply chain and raw material inflation, many of our clients are satisfied with “revenue growth”
- First question of potential investors in 2024: *“May we see how much of growth has been driven by price versus unit volume growth over the past ~5 years?”*
- Focus on Revenue and Earnings may ignore underlying declines in unit volume, a possible sign of market share and / or velocity losses

Solution:

Implement Price / Volume Analysis into Corporate Strategy

- Establish systems / reports capable of pulling unit volumes by SKU, product line, channel and retailer
- Use Price / Volume analyses to help drive strategy:
 - Pricing Strategy and Elasticity
 - Marketing Strategy by Channel, Retailer, Geography, etc.
 - Competitive Differentiation
 - New Product Development
 - SKU Rationalization

About Us



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