

Case Study Example A

- **Parameters**

- **Examine all retailers selling less than 20%**
- **Eliminate small retailers 40 copy draw or less from distribution with sales of 1-3 copies**
- **Remove all zero sale dealers**

- **Results**

- **Reduced draw on average of 6,761 copies (15.7%).**
- **Sales improved by 28% in those wholesalers**
- **Efficiency increased to 32% from 21%**

- **Financial Impact**

- **Annualized savings \$183,493**



Case Study Example B

- Pre-Draw Decrease

- Draw 1.4 Million
- Sale 415K
- Efficiency 29.5%

- Removed 125K from draw (8.9%)

- Post-Draw Decrease

- Draw 1.27 Million
- Sale 405K
- Efficiency 31.8%

- Annual PP&D Savings 900K
- Annual lost newsstand revenue 200K
- Net savings 700K

