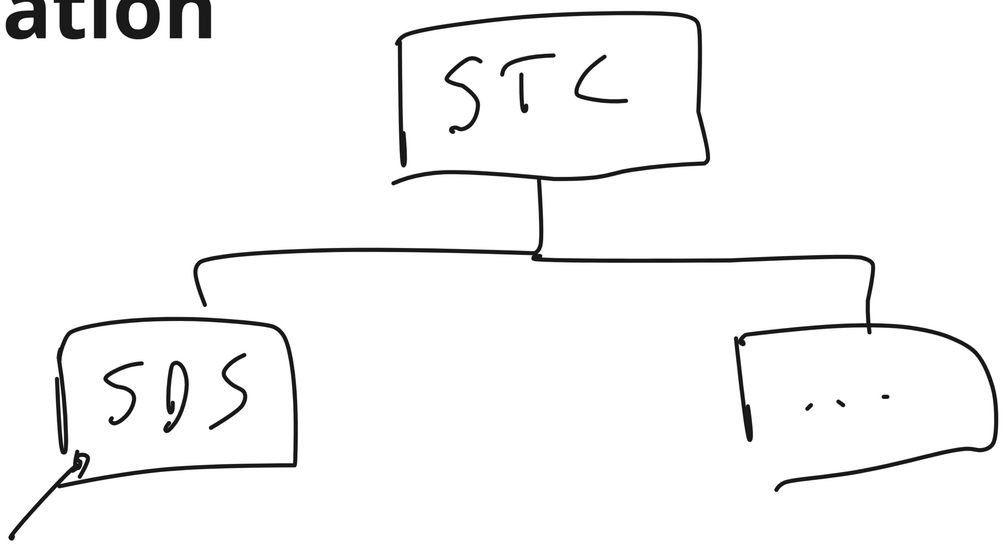
# Situation




SUCCESS!

PROMISE: PROFIT!

REALITY: LOSS ..

WHAT?

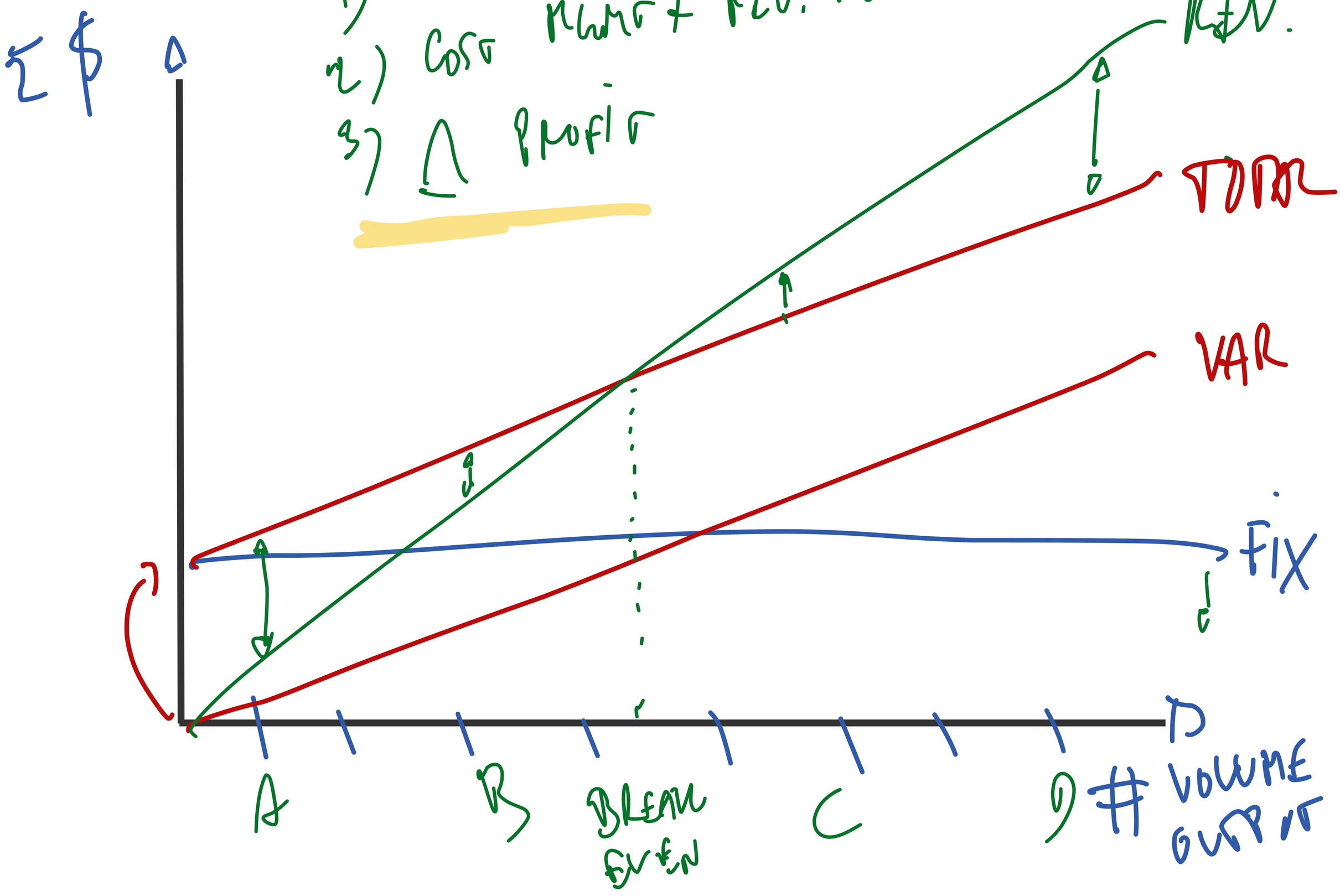
- SELL MORE!
- SPEND LESS!
- RESTRUCTURE

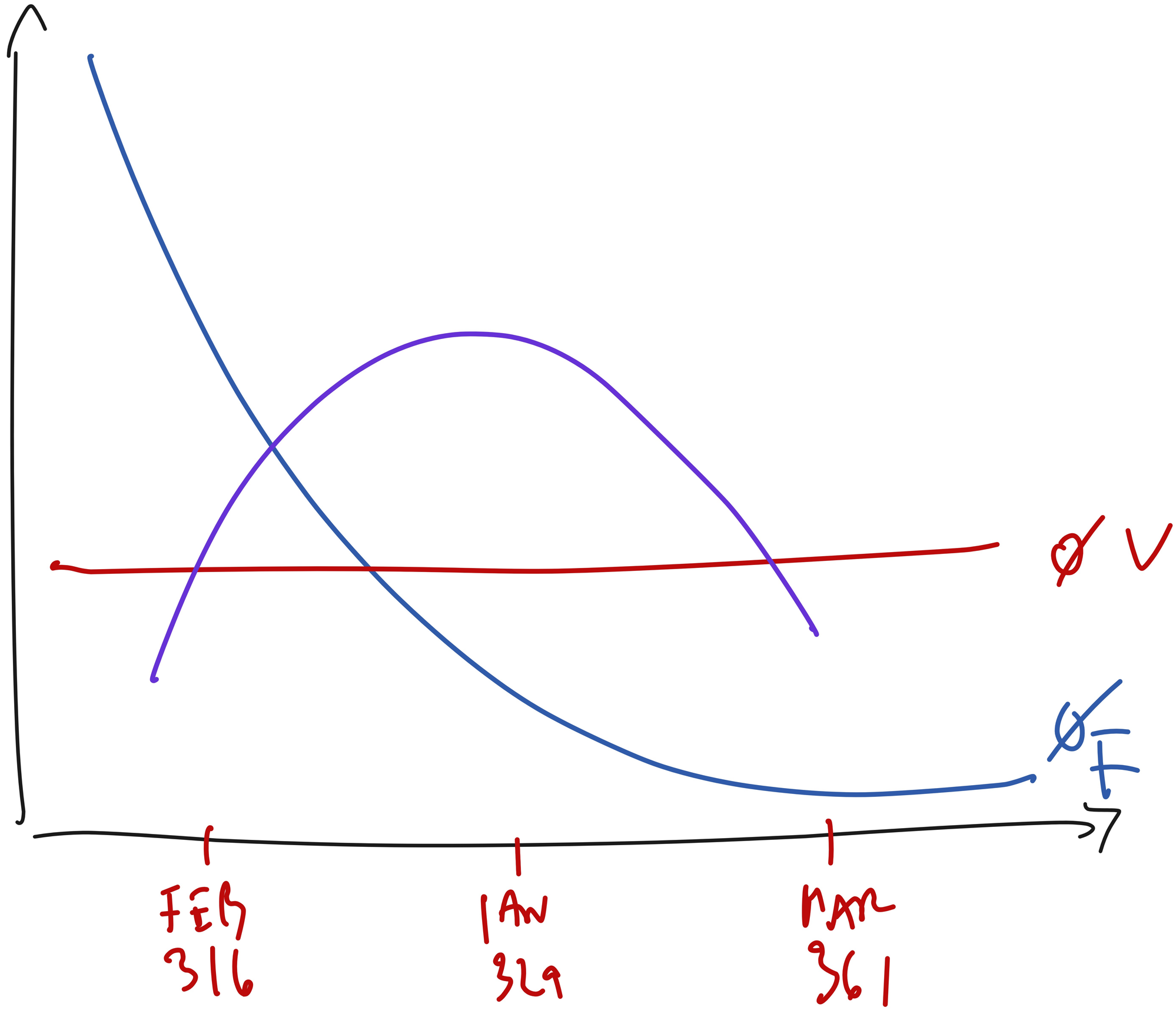
- GIVE UP + CLOSE

WHY?

- SALES ← SLOW
- EFFICIENCY / ENTITY
- CAPACITY
- DRAINING.

# Cost Behavior

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FEB
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MAR
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