

【White Paper】
Profit improvement Strategy



Agenda

Agenda

Confidential
SASAL, INC

1. PROJECT APPROACH

P 02

2. SASAL, INC.

P 09

PROJECT APPROACH

ASIS_TOBE

By passing this project, Clients are able to check the current structure of the business and then reduce the cost. That also make use of the future strategy of the corporation.

ASIS

- The current job needs to be more efficient, but if the high-role talks directly, there will be communication problems and other problems.
- The job is very complex; hence, there is no time to structure it and then reduce the waste of the job.
- There might be a waste of money, but the employee submits a high budget to protect their current environment.



TOBE

- Improve the current environment, and then able to improve profit. In general, if they improve the 10 % money it is the same with you will increase 40% of the sales.
- Able to check the current structure of the job and make use of the future strategy.

PROJECT APPROACH

Timeline

The profit Improvement Strategy is operating every 1.5 months. By passing the cycle, SASAL, INC improves its profit.

| No | | 1 st Month | | | | 2 nd Month | | | | 3 rd Month | | | | 4 rd Month | | | | | | | | | | | |
|----|--------------|-----------------------|-----------------|-----------------|-----------------|-----------------------|-----------------|-----------------|-----------------|-----------------------|-----------------|-----------------|-----------------|-----------------------|-----------------|-----------------|-----------------|---|--|--|--|-----------------|--|--|--|
| | | 1 st | 2 nd | 3 rd | 4 th | 1 st | 2 nd | 3 rd | 4 th | 1 st | 2 nd | 3 rd | 4 th | 1 st | 2 nd | 3 rd | 4 th | | | | | | | | |
| 1 | Scope Decide | ■ | | | | | | | | ■ | | | | | | | | ■ | | | | | | | |
| 2 | Operation | | | | | ■ | | | | | | | | ■ | | | | | | | | ■ | | | |
| 3 | Result Check | | | | | ■ | | | | | | | | ■ | | | | | | | | ■ | | | |
| | | | | | | 1.5 Month Cycle | | | | | | | | 1.5 Month Cycle | | | | | | | | 1.5 Month Cycle | | | |

Note

- In this project, SASAL, INC holds the meeting at least twice a week. By passing the meeting SASAL, INC proceed the process.

PROJECT APPROACH

COST

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SASAL, INC

Below is an example of our quotation. The detailed price list on the next page allows for flexible customization of the request to fit your budget.

| No | Contents | Cost | Example | | |
|----|-------------------------------------|-----------|-----------------|-----------------|------------------|
| | | | Small | Middle | Large |
| 1 | Initial Cost | \$15,000- | | \$15,000- | |
| 2 | Result Reward of reduced cost Total | 30% | \$20,000- | \$100,000- | \$1,000,000- |
| | | | \$18,000- | \$30,000- | \$300,000- |
| | | Plan | \$21,000- + Tax | \$45,000- + Tax | \$315,000- + Tax |

Options

- All the costs are attracted as unit costs, even if the cost is a subscription.
- SASAL, INC is the client's partner, not a subcontract corporation; if the client needs more knowledgeable talent than current employees, SASAL, INC can support it as a human resource Project. (e.g., teach the knowledge of hiring as a human resource project)
- SASAL, INC. cannot attempt to become your corporation's employees(e.g., join your corporation's environment).
- Basically, SASAL, INC uses the Microsoft Tools. For the client communication, SASAL, INC uses E-mail.
- SASAL, INC. does not translate if clients need domestic language documents. The client must hire a bilingual translator in the client's corporation.

PROJECT APPROACH OUTPUT IMAGE

Those are the output images of this project. SASAL, INC manages the profit improvement by using the process sheet, and if there are proposals for improving the future, SASAL, INC submits the proposal.

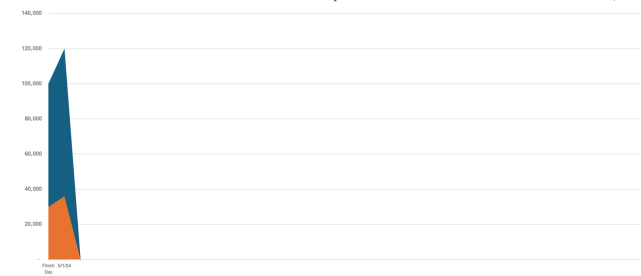
Process Sheet

SASAL, INC proposes the tools need to be reduced by using excel. Sometimes SASAL, INC do the hearing to the current employees.

| No | Title | Month | Demist | Apply Date | Result | Final Day | Cost / Month | Payment to SASAL | etc |
|----|-------|-------|--------|------------|--------|-----------|--------------|------------------|-----|
| 1 | XXX | XXXXX | XXXXX | 5/1/04 | 5/1/04 | 5/1/04 | 100,000 | 10,000 | |
| 2 | XXX | XXXXX | XXXXX | 5/1/04 | 5/1/04 | 5/1/04 | 100,000 | 10,000 | |
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Profit improvement

Cost / Month Payment to SASAL

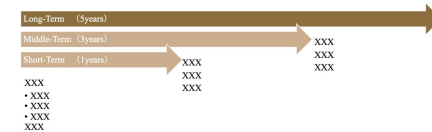


Proposal

Through the Profit Improvement Strategy, SASAL, INC proposes a further proposal to increase the future value.

Project Business Plan Introduction

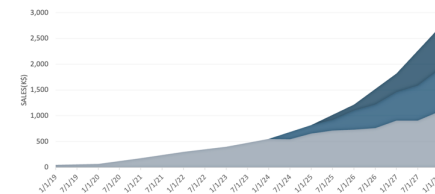
SASAL, INC will show the Business Model Introduction. After this project, it's no prob to break down and do the process for your company. If there is the questions please ask SASAL, INC.



PROJECT Target Sales

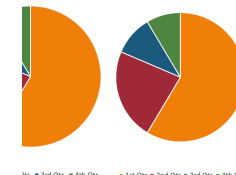
Lead message

TARGET SALES



sd States

Bangladesh



1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

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Next Action

The following next actions are planned after adjustments based on this proposal.

| | | |
|-------------|-------------|-----------|
| Not Started | In progress | Completed |
|-------------|-------------|-----------|

| No | Title | Detail | Responsible | Due | Status |
|----|---------------------------------|---|------------------------|---------------|-------------|
| 4 | Project Ongoing | Proceed with the project based on the Project Contract Scope. If the client widens the scope, SASAL, INC does that After contracting the Additional Project Contract. | Clients and SASAL, INC | Follow Client | Not Started |
| 3 | Kick Off Meeting | Meetings are held at the time of client implementation | Clients and SASAL, INC | Follow Client | Not Started |
| 2 | Contract & Initial Cost Payment | NDA & Basic Contract & Project Contract & Initial Cost Payment | Clients and SASAL, INC | Follow Client | Not Started |
| 1 | Meeting | Based on contact from the client, SASAL, INC held the meeting. If there are customer requirements or questions, SASAL, INC will hear them during this meeting. | Clients and SASAL, INC | Follow Client | Not Started |

Agenda

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| | |
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SASAL, INC

Company Profile

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SASAL, INC

*Feb 2024 Status

SASAL, INC is a strategic consulting firm founded in 2022. The firm is headquartered in New York, USA, and has a subsidiary in Tokyo, Japan.

Overview

| | |
|----------------|--|
| Company Name | SASAL, Inc |
| Representative | Yurino Sakamoto |
| Build | October 2022 |
| Business | Strategy Consulting Company |
| Address | Headquarter 136 Madison Avenue, New York, NY 10016 |
| Address | Subsidiary Akasaka Front Town 3F, 4-8-19 Akasaka, Minato-ku, Tokyo, Japan, 107-0052 |
| Employee | <u>10 (Subcontract Included)</u> |
| Web Site | https://sasalinc.com/ |
| Contact | https://sasalinc.com/contact/ |
| History | <ul style="list-style-type: none">10/2022 SASAL, Inc. Established in Japan.07/2023 SASAL, Inc. Established in the US. |

Management Philosophy

| | |
|----------------|---|
| Values | As a specialist, deepen human attractiveness through communication. |
| Vision | Contribute as one company that supports the wealth of countries around the world. |
| Mission | Increase your company's "Future value". |



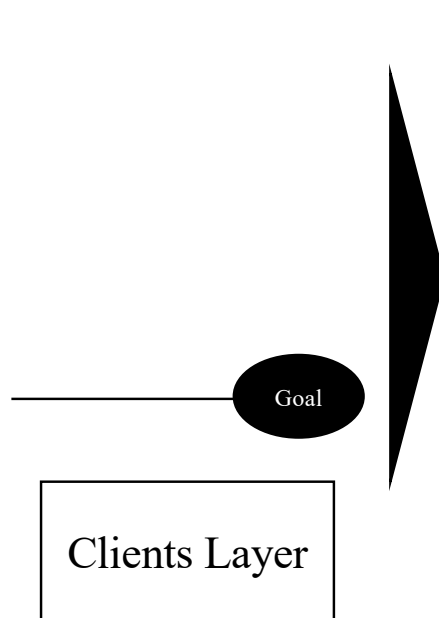
SASAL, INC

How to Use SASAL, INC

SASAL, INC. gives value to the client while playing accompaniment. Some strategic firms give up playing accompaniment, but true strategy consulting for clients is playing accompaniment.

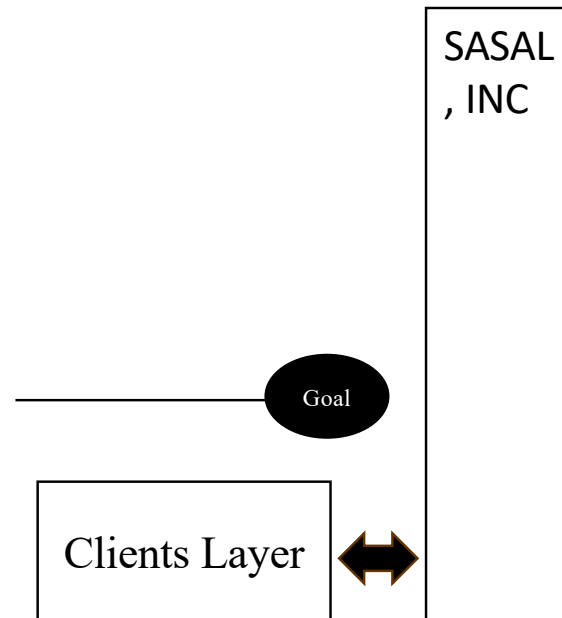
1st

Clients have direction, but clients are not able to do so for some reason.



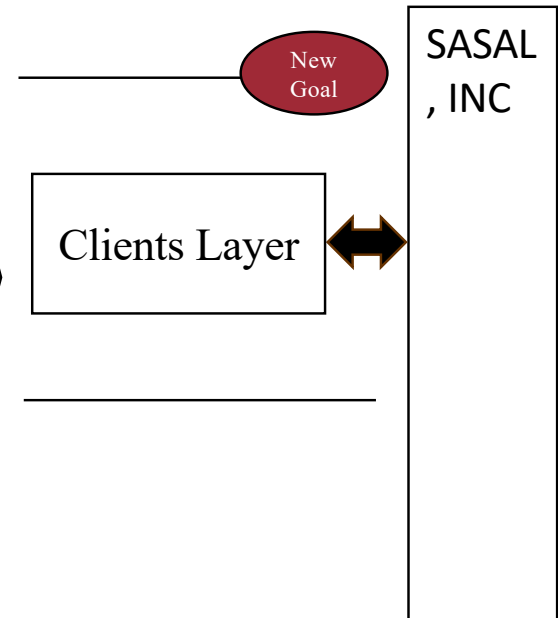
2nd

SASAL, INC., is a global strategy company. Using our global strategy consulting knowledge, SASAL will realize your goal.



3rd

SASAL, INC transfers the knowledge to clients with playing accompaniment, and clients are able to achieve the goal.



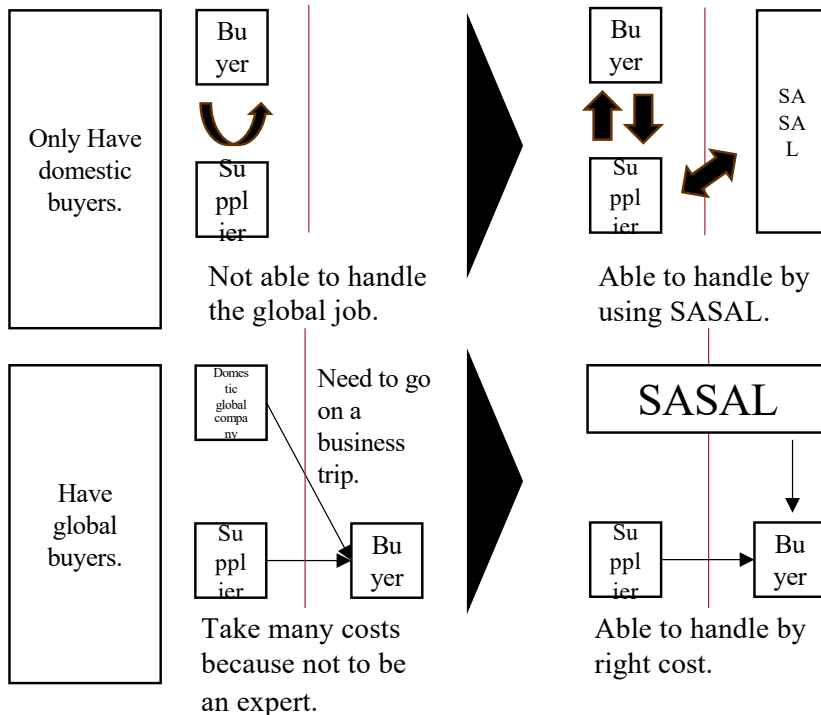
SASAL, INC

How to Use SASAL, INC

As a strategy consulting firm, SASAL, INC is able to give value to the client in those situations.

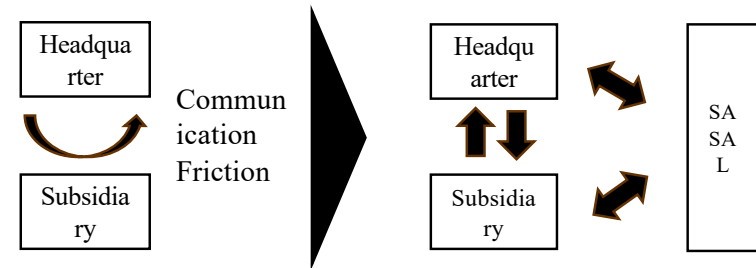
Domestic Company

There are two types of support examples for the domestic company from SASAL, INC.



Global Company

In the case of the global company SASAL, INC, a third-party company can support it. By using us, clients can have more flexible communication between group companies.



Based on strategy consultant knowledge, SASAL is able to do ...

| | |
|---------------------|--|
| Project Base | Strategy planning Product Strategy etc |
| Person Base | <ul style="list-style-type: none"> • Power Point · Word · Excel • Research • Translator etc |

Service

The following are our services. We recommend Project for clients who want full-scale strategic consulting, and Person for clients who want a Small Start from a cost perspective.

| Title | PERSON | PROJECT |
|------------------|---|---|
| Contents | A minimum unit of three strategy consultants will work side-by-side with the client to improve the strategy. | As a strategic consulting firm, we perform project work. We provide self-driven strategic consulting services as a team. Meetings are set up according to the client's needs. |
| Cost | \$20,000 ~ / Month | \$100,000 – \$1,000,000 / Project |
| Team | Per 1 month | 3month / 6month / 12 month etc |
| ATTENTION | Since we work side-by-side with the client as a team, it is necessary for the client to set aside time to discuss the work with us as needed. For those who have difficulty securing time, we recommend the Project Service described on the right. | The maximum term of one contract is 12 months. If you wish to extend your contract, please contact SASAL, INC prior to the end of your contract. |

PROJECT APPROACH

Project Flow

Those are the next actions the most new next action is written on the top side. The legend is written on the right-top side of this page. This page is renewed by following the status of the Project.

| No | Title | Detail |
|----|---------------------------|--|
| 1 | Appointment | Initial contact will occur either by the customer or due to SASAL, INC. SASAL, INC. will basically contact you by text for the purpose of building your knowledge. If a meeting is necessary, please inform SASAL, INC. |
| 2 | Requirements coordination | SASAL, INC will receive a BRD from the client and organize the requirements, or if no BRD is available, we will conduct a hearing or organize the requirements based solely on our knowledge without a BRD. Please specify your company's requirements. |
| 3 | Proposal | We will submit a proposal to the client, and if there is not enough information in advance due to lack of BRD or other reasons, there is a possibility that there will be a discrepancy between the proposal and the client's request. |
| 4 | Competitive quotes | We encourage you to obtain quotes based on your situation. We prefer to obtain quotes from other firms as we believe that this is an important decision for your company. We will respond to your questions by e-mail. Please make use of this service to share information within your company. |
| 5 | Contract | We will sign an NDA, a basic agreement, and a detailed agreement. If your company has the format, we can use the client format after legal check. |
| 6 | Kick Off Meeting | An initial meeting will be held at the start of the project. We hope you will join us to help make this project a success. Agenda <ul style="list-style-type: none"> • From Client <ul style="list-style-type: none"> • Share any other information. • Asking the questions. • From SASAL, INC. <ul style="list-style-type: none"> • Decide the per two weeks meeting day. • Share the folder of the file. • Decide the timing of PDF Share. |
| 7 | Project in progress | We will promote the project according to the initial meeting and proposal documents. Payment is invoiced at the end of the month and paid at the end of the following month. For project contracts, the project cost divided by the term is paid monthly (e.g., \$100K- per month for 3 months of \$300K-). |
| 8 | Proposal | Based on the client's request, we will implement the proposal again. The first submission is due about two months before the project is to be completed. After the submission, we will conduct a meeting and renew the contract one month before the end of the project. |

Repetition

SASAL, INC

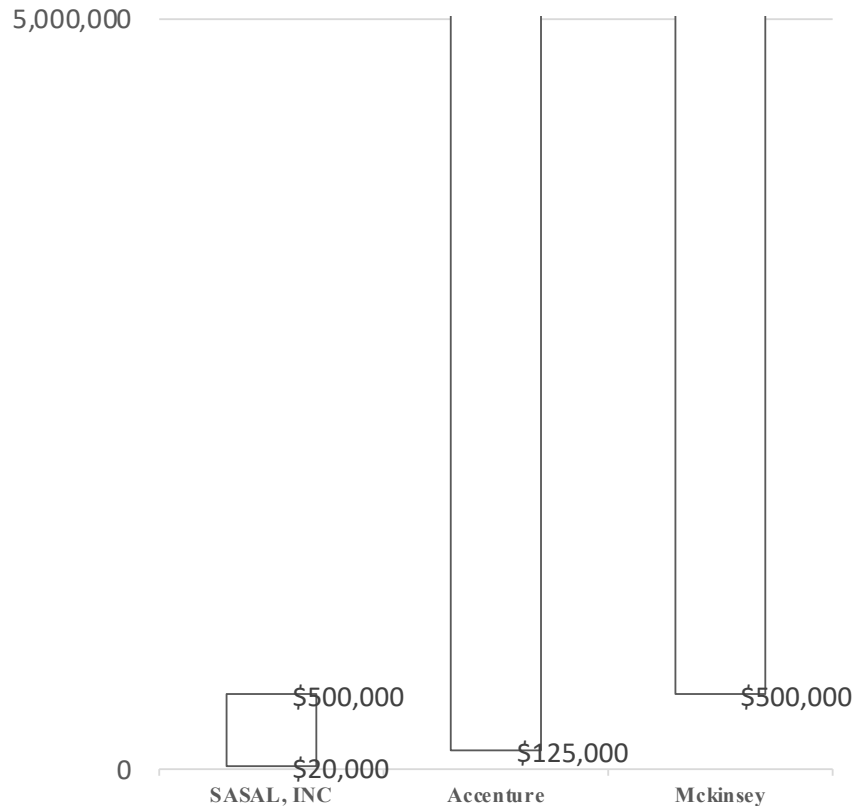
Project Cost Range

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SASAL, INC
Information of 2024.

SASAL, INC is a start-up. Hence, the sales cost is effective compared to other tier companies. But the actual service quality is the same, and this occurs just because of the start-up.

Project Cost Range



Actually, SASAL, INC's employees are knowledgeable, and they have careers similar to those of consulting firm employees who have been hired by those companies, so the service quality is almost the same. The difference is just the company they belong to.

<https://mariopeshev.com/business-consultant-fees-pricing/#:~:text=And%20companies%20like%20McKinsey%20charge,at%20%24500K%20or%20over.>

<https://www.quora.com/How-much-does-McKinsey-charge>
The upper cost depends on the interview. But that is too inaccurate. Hence, SASAL does not dedicate that.

Past Case

Those are the past cases of SASAL, INC.

| No | Sector | Title | Contents | Client | Region |
|----|------------------------|----------------------------|--|---------------|---------------|
| 1 | Technology | Global Market Research | Market research in Europe, North America, Asia and Australia | NYSE | Japan |
| 2 | Health Care | DX Strategy Consulting | System Migration of B2C application | Public Sector | Japan |
| 3 | Financials | New business development | BDD for Business Partnership | NYSE | Japan |
| 4 | Real Estate | - | - | - | - |
| 5 | Energy | New business development | Basic Business model research of the US Energy Industry | NYSE | Japan |
| 6 | Materials | - | - | - | - |
| 7 | Consumer Discretionary | - | - | - | - |
| 8 | Industrials | New business development | Business Model Reconsider and BDD for Business Partnership | NYSE | Japan |
| 9 | Utilities | Global Market Research | Market research in Europe, North America, Asia and Australia | NYSE | Japan |
| 10 | Consumer Staples | Whole Strategy | Human Resources, IT, Accounting, Business Consulting | Start-up | United States |
| 11 | Consumer Discretionary | Globally Industry Research | Globally Industry Research based on each company e.g. US, Europe | TYO | Japan |

Those are the Sector details there are 11 Sector in the world.

| Sector | Sector Detail |
|------------------------|--|
| Energy | Energy Sector comprises companies engaged in exploration & production, refining & marketing, and storage & transportation of oil & gas and coal & consumable fuels. It also includes companies that offer oil & gas equipment and services. |
| Materials | The Materials Sector includes companies that manufacture chemicals, construction materials, forest products, glass, paper and related packaging products, and metals, minerals and mining companies, including producers of steel. |
| Industrials | The Industrials Sector includes manufacturers and distributors of capital goods such as aerospace & defense, building products, electrical equipment and machinery and companies that offer construction & engineering services. It also includes providers of commercial & professional services including printing, environmental and facilities services, office services & supplies, security & alarm services, human resource & employment services, research & consulting services. It also includes companies that provide transportation services. |
| Consumer Discretionary | The Consumer Discretionary Sector encompasses those businesses that tend to be the most sensitive to economic cycles. Its manufacturing segment includes automobiles & components, household durable goods, leisure products and textiles & apparel. The services segment includes hotels, restaurants, and other leisure facilities. It also includes distributors and retailers of consumer discretionary products. |
| Consumer Staples | The Consumer Staples Sector comprises companies whose businesses are less sensitive to economic cycles. It includes manufacturers and distributors of food, beverages and tobacco and producers of non-durable household goods and personal products. It also includes distributors and retailers of consumer staples products including food & drug retailing companies. |
| Health Care | The Health Care Sector includes health care providers & services, companies that manufacture and distribute health care equipment & supplies, and health care technology companies. It also includes companies involved in the research, development, production and marketing of pharmaceuticals and biotechnology products. |

Those are the Sector details there are 11 Sector in the world.

| Sector | Sector Detail |
|------------------------|---|
| Financials | The Financials Sector contains companies engaged in banking, financial services, consumer finance, capital markets and insurance activities. It also includes Financial Exchanges & Data and Mortgage REITs. |
| Information Technology | The Information Technology Sector comprises companies that offer software and information technology services, manufacturers and distributors of technology hardware & equipment such as communications equipment, cellular phones, computers & peripherals, electronic equipment and related instruments, and semiconductors and related equipment & materials. |
| Communication Services | The Communication Services Sector includes companies that facilitate communication and offer related content and information through various mediums. It includes telecom and media & entertainment companies including producers of interactive gaming products and companies engaged in content and information creation or distribution through proprietary platforms. |
| Utilities | The Utilities Sector comprises utility companies such as electric, gas and water utilities. It also includes independent power producers & energy traders and companies that engage in generation and distribution of electricity using renewable sources. |
| Real Estate | The Real Estate Sector contains companies engaged in real estate development and operation. It also includes companies offering real estate related services and Equity Real Estate Investment Trusts (REITs). |

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If you have questions, please get in touch with us.

<https://www.sasalinc.com/contact>

Thank you for reading this document.