



C4 Sales Budget 2020

Presented by Tan TL

Venue: Chemie Alliance SDN BHD

Date: 27th December 2019

C4 2020 Budget

Target Budget	Budget Amount (RM)
Q1 – 20%	334,871
Q2 – 26%	435,332
Q3 – 29%	485,562
Q4 – 25%	418,588
<u>Total budget for 2020</u>	<u>1,674,353</u>

Q1-Q3 2019 Sales Performance

No.	Customer	2019(Q1-Q3)	
		Est Volume (KG)	Est Budget (RM)
1	Owilab	1,220	130,400
2	Coscolab	115	67,560
3	Kenrich	7,050	99,150
4	Wipro	480	106,243
5	Biocomm	110	10,663
6	GIM	159	28,955
7	E-Beauty	937	73,652
8	ZY Phyto	61	12,215
9	Bilu Metys	0	0
10	UMZ	55	10,540
11	Orion Paradigm	106	12,525
12	MM Cosmetic	204	98,281
13	Sun Yang	58	9,498
14	DM Cekap	109	12,231
15	Kosmetik Alwan	0	0
16	Chalks	0	0
17	Woleco	189	30,447
18	Biochempro	55	6,520
19	Hoe Pharma	225	31,725
20	Biotech Manufacturing	50	6,350
<u>Sub-Total</u>		<u>11,182</u>	<u>746,954</u>
21	Others	2,761	374,479
<u>Main Total</u>		<u>13,943</u>	<u>1,121,432</u>

Q1-Q3 2019 Actual vs Budget

No.	Customer	2019 Q1-Q3(Actual)		2019 Q1-Q3(Budget)		Ach(%)	
		Quantity (KG)	Value (RM)	Quantity (KG)	Value (RM)	Quantity (%)	Value (%)
1	Owilab	1,220	130,400	1,409	150,358	87%	87%
2	Coscolab	115	67,560	199	98,243	58%	69%
3	Kenrich	7,050	99,150	8,100	112,050	87%	88%
4	Wipro	480	106,243	319	98,119	151%	108%
5	Biocomm	110	10,663	371	51,643	30%	21%
6	GIM	159	28,955	295	80,736	54%	36%
7	E-Beauty	937	73,652	681	54,364	138%	135%
8	ZY Phyto	61	12,215	147	39,816	42%	31%
9	Bilu Metys	0	0	77	20,220	0%	0%
10	UMZ	55	10,540	120	22,481	46%	47%
11	Orion Paradigm	106	12,525	87	23,610	121%	53%
12	MM Cosmetic	204	98,281	480	52,288	43%	188%
13	Sun Yang	58	9,498	71	16,856	81%	56%
14	DM Cekap	109	12,231	68	20,010	159%	61%
15	Kosmetik Alwan	0	0	79	18,734	0%	0%
16	Chalks	0	0	49	4,674	0%	0%
17	Woleco	189	30,447	73	19,477	260%	156%
18	Biochempro	55	6,520	76	10,650	73%	61%
19	Hoe Pharma	225	31,725	131	18,394	171%	172%
20	Biotech Manufacturing	50	6,350	53	12,945	95%	49%
<u>Sub-Total</u>		<u>11,182</u>	<u>746,954</u>	<u>12,884</u>	<u>925,668</u>	<u>87%</u>	<u>81%</u>
21	Others	2,761	374,479	2,167.50	213,345.75	127%	176%
<u>Main Total</u>		<u>13,943</u>	<u>1,121,432</u>	<u>15,051</u>	<u>1,139,013</u>	<u>93%</u>	<u>98%</u>

Q1-Q3 2019 Actual vs FY 2019

No.	Customer	2019 Q1-Q3(Actual)		2019 FY(Budget)		Ach	
		Quantity (KG)	Value (RM)	Quantity (KG)	Value (RM)	Quantity (%)	Value (%)
1	Owilab	1,220	130,400	1,879	200,478	65%	65%
2	Coscolab	115	67,560	265	130,990	43%	52%
3	Kenrich	7,050	99,150	10,800	149,400	65%	66%
4	Wipro	480	106,243	425	130,825	113%	81%
5	Biocomm	110	10,663	495	68,857	22%	15%
6	GIM	159	28,955	393	107,648	40%	27%
7	E-Beauty	937	73,652	908	72,486	103%	102%
8	ZY Phyto	61	12,215	196	53,088	31%	23%
9	Bilu Metys	0	0	103	26,960	0%	0%
10	UMZ	55	10,540	160	29,975	34%	35%
11	Orion Paradigm	106	12,525	116	31,481	91%	40%
12	MM Cosmetic	204	98,281	640	69,717	32%	141%
13	Sun Yang	58	9,498	95	22,475	61%	42%
14	DM Cekap	109	12,231	91	26,680	119%	46%
15	Kosmetik Alwan	0	0	105	24,979	0%	0%
16	Chalks	0	0	65	6,232	0%	0%
17	Woleco	189	30,447	97	25,969	195%	117%
18	Biochempro	55	6,520	101	14,200	54%	46%
19	Hoe Pharma	225	31,725	175	24,525	129%	129%
20	Biotech Manufacturing	50	6,350	70	17,260	71%	37%
<u>Sub-Total</u>		<u>11,182</u>	<u>746,954</u>	<u>17,178</u>	<u>1,234,224</u>	<u>65%</u>	<u>61%</u>
21	Others	2,761	374,479	2,890.00	284,461.00	96%	132%
<u>Main Total</u>		<u>13,943</u>	<u>1,121,432</u>	<u>20,068</u>	<u>1,518,685</u>	<u>69%</u>	<u>74%</u>

Q1-Q3 Sales 2017 vs 2018 vs 2019

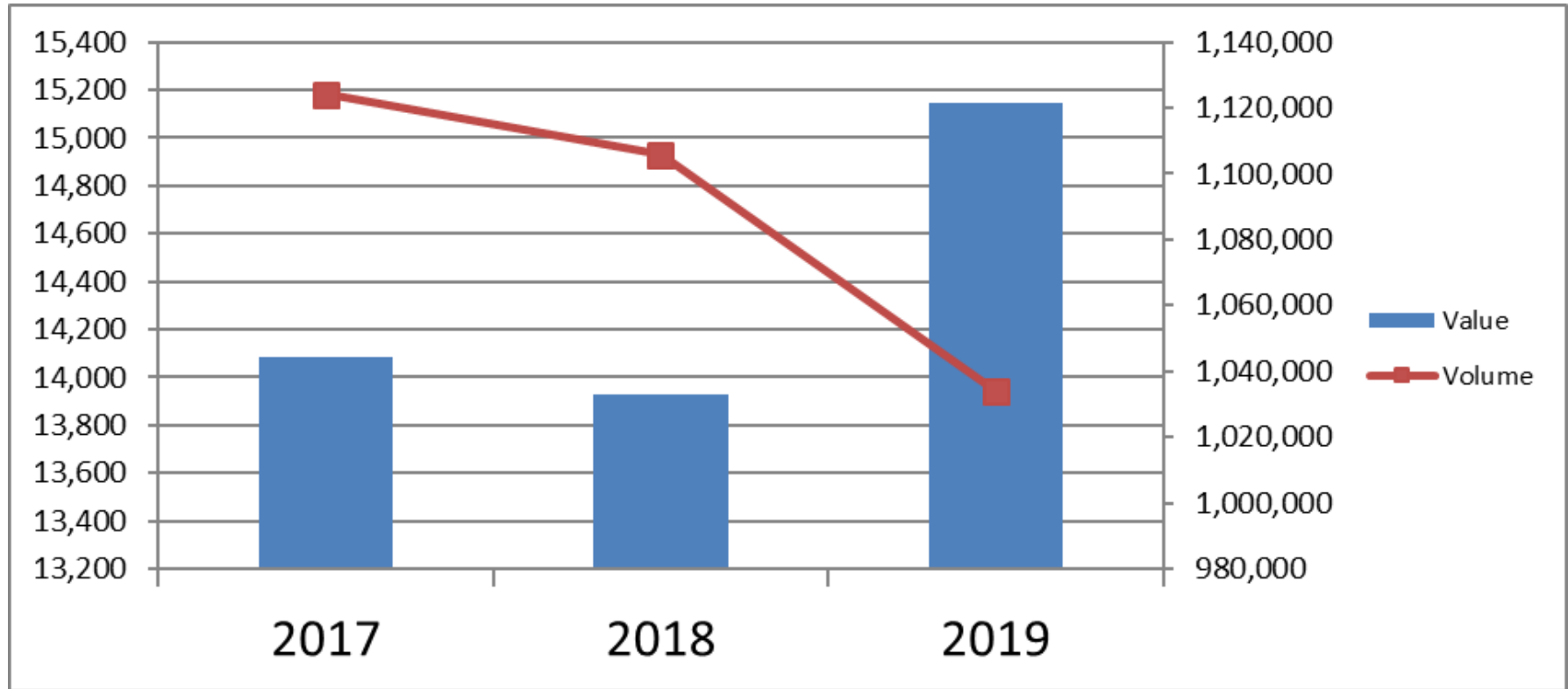
No.	Customer	2017(Q1-Q3)		2018(Q1-Q3)		2019(Q1-Q3)	
		Quantity (KG)	Value (RM)	Quantity (KG)	Value (RM)	Quantity (KG)	Value (RM)
1	Owilab	330	55,175	915	102,875	1,220	130,400
2	Coscolab	130	35,300	255	131,075	115	67,560
3	Kenrich	9,000	128,700	9,000	123,300	7,050	99,150
4	Wipro	366	111,555	300	98,015	480	106,243
5	Biocomm	225	32,063	480	68,720	110	10,663
6	GIM	0	0	200	47,979	159	28,955
7	E-Beauty	1,030	82,050	258	23,486	937	73,652
8	ZY Phyto	629	122,264	101	33,971	61	12,215
9	Bilu Metys	0	0	133	37,446	0	0
10	UMZ	919	106,094	166	30,835	55	10,540
11	Orion Paradigm	0	0	61	10,634	106	12,525
12	MM Cosmetic	0	0	0	0	204	98,281
13	Sun Yang	60	15,810	97	19,787	58	9,498
14	DM Cekap	100	13,225	100	13,759	109	12,231
15	Kosmetik Alwan	100	21,850	30	12,575	0	0
16	Chalks	0	0	65	21,002	0	0
17	Woleco	9	1,944	53	11,232	189	30,447
18	Biochempro	90	16,515	126	17,450	55	6,520
19	Hoe Pharma	50	7,050	75	10,575	225	31,725
20	Biotech Manufacturing	60	10,790	40	9,810	50	6,350
<u>Sub-Total</u>		<u>13,098</u>	<u>760,385</u>	<u>12,455</u>	<u>824,526</u>	<u>11,182</u>	<u>746,954</u>

21	Others	2,085	283,996	2,476	208,289	2,761	374,479
<u>Main Total</u>		<u>15,183</u>	<u>1,044,380</u>	<u>14,931</u>	<u>1,032,815</u>	<u>13,943</u>	<u>1,121,432</u>

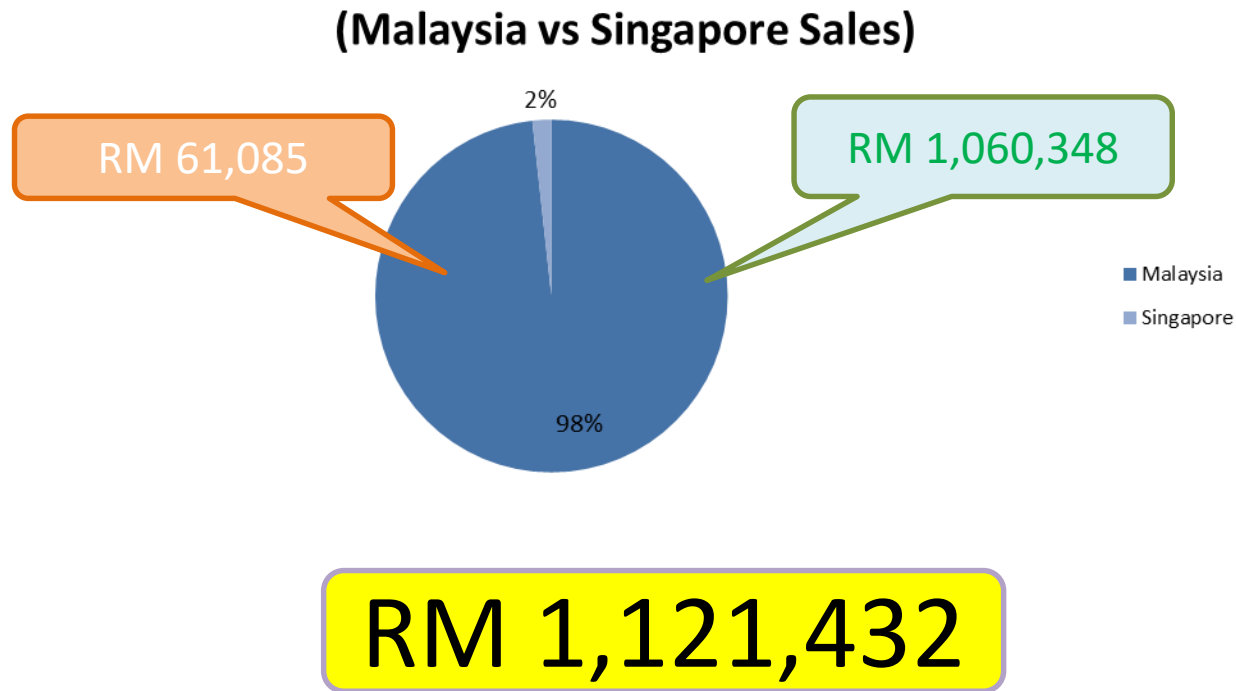
2019 vs 2017		2019 vs 2018	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
370%	236%	133%	127%
88%	191%	45%	52%
78%	77%	78%	80%
131%	95%	160%	108%
49%	33%	23%	16%
100%	100%	79%	60%
91%	90%	363%	314%
10%	10%	60%	36%
100%	100%	0%	0%
6%	10%	33%	34%
100%	100%	174%	118%
100%	100%	100%	100%
97%	60%	60%	48%
109%	92%	109%	89%
0%	0%	0%	0%
100%	100%	0%	0%
2187%	1567%	356%	271%
61%	39%	44%	37%
450%	450%	300%	300%
83%	59%	125%	65%
<u>85%</u>	<u>98%</u>	<u>90%</u>	<u>91%</u>

132%	132%	111%	180%
<u>92%</u>	<u>107%</u>	<u>93%</u>	<u>109%</u>

Graph comparison Q1(2017 vs 2018 vs 2019)



Malaysia vs Singapore Sales(2019)



Sales By Principals(Q1-Q3 2019)

No.	Principals	2017(Q1-Q3)		2018(Q1-Q3)		2019(Q1-Q3)	
		Quantity KG	Value RM	Quantity KG	Value RM	Quantity KG	Value RM
1	Gattefosse	3,311	483,509	3,259	472,277	4,366	576,290
2	Koboproducts	381	162,521	382	139,657	442	199,414
3	Jeen	953	77,391	991	71,456	519	99,517
4	Interpolymer	9,150	131,325	9,000	123,300	7,200	101,700
5	Sun Chemicals	100	21,850	30	12,575	1	545
6	Vivimed	0	0	135	67,425	50	29,485
7	Oryza	7	10,830	0	0	68	8,206
8	Ikeda	3	4,191	11	9,427	34	39,216
9	Other	1,278	152,763	1,103	122,198	1,168	62,020
<u>Total</u>		<u>15,183</u>	<u>1,044,380</u>	<u>14,911</u>	<u>1,018,315</u>	<u>13,848</u>	<u>1,116,392</u>

2019 vs 2017		2019 vs 2018	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
132%	119%	134%	122%
116%	123%	116%	143%
54%	129%	52%	139%
79%	77%	80%	82%
1%	2%	3%	4%
100%	100%	37%	44%
971%	76%	100%	100%
1133%	936%	309%	416%
91%	41%	106%	51%
<u>91%</u>	<u>107%</u>	<u>93%</u>	<u>110%</u>

Sales By Principles Vs Product Category(2 main principals)

Gattefosse		2017(Q1-Q3)		2018(Q1-Q3)		2019(Q1-Q3)	
No.	Product Category	Quantity KG	Value RM	Quantity KG	Value RM	Quantity KG	Value RM
1	Actives	611	171,730	685	186,565	861	192,880
2	Solubilizer	1,200	100,185	1,225	91,756	1,675	118,712
3	Oleochemicals	975	116,284	829	104,730	1,010	122,665
4	Vegetol	525	95,310	520	89,225	770	137,753
5	Others	0	0	0	0	50	4,280
Total		3,311	483,509	3,259	472,277	4,366	576,290

2019 vs 2017		2019 vs 2018	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
141%	112%	126%	103%
140%	137%	137%	129%
104%	105%	122%	117%
147%	145%	148%	154%
0%	0%	100%	100%
132%	119%	134%	122%

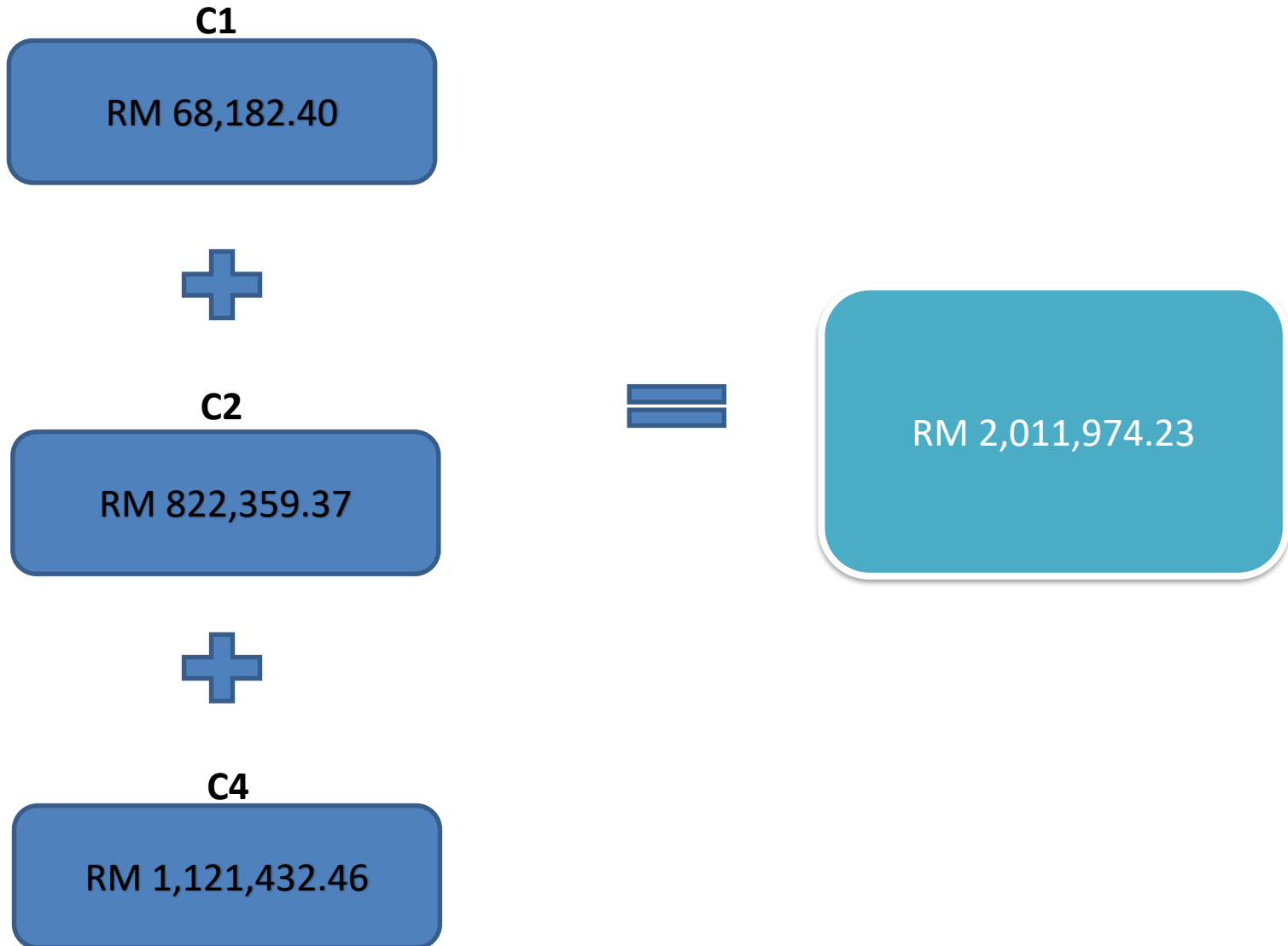
Kobo		2017(Q1-Q3)		2018(Q1-Q3)		2019(Q1-Q3)	
No.	Product Category	Quantity (kg)	Value (RM)	Quantity (kg)	Value (RM)	Quantity (kg)	Value (RM)
1	Glycospheres	1	1,700	5	5,175	70	69,625
2	Softspheres	0	0	10	4,920	0	0
3	UV Filters	10	4,800	35	15,925	10	4,560
4	Treated Pigments	30	9,230	40	6,400	64	10,160
5	Microspheres	35	26,125	40	18,605	15	5,715
6	Pigments Dispersion	190	86,416	192	69,563	257	98,654
7	Specialty & Other	115	34,250	60	19,070	26	10,700
Total		381	162,521	382	139,657	442	199,414

2019 vs 2017		2019 vs 2018	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
1%	2%	1400%	1345%
100%	100%	0%	0%
100%	105%	29%	29%
47%	91%	159%	159%
43%	22%	38%	31%
135%	114%	134%	142%
23%	31%	43%	56%
116%	123%	116%	143%

New Business Q1 2019

No.	Customer	2019(Q1-Q3)	
		Quantity (kg)	Value (RM)
1	Apex	50	4,280
2	Best Cosmetic	5	2,075
2	Coscolab	5	1,985
3	DM Cekap	17	1,073
4	Ensu Lifescience	347	17,346
5	Eden Entity	5	1,070
6	GIM	45	4,920
7	Grands Cosmetic	100	16,236
8	I-Green Asia	18	2,014
9	Leivy Lab	21	26,700
10	Masha	23	7,190
10	MM Cosmetic	204	98,281
10	Meking Industries	300	5,040.00
10	ML Thermoinforce	18	2,994
10	Newgenic	5	4,104
10	NMY	44	13,761
10	Ori Bionature	96	18,525
10	Orion Paradigm	81	12,175
10	OTC	20	1,360
10	Skinwerck	184	8,280
10	Synova	25	2,000
10	Sun Yang	17	1,031
10	TCT	25	1,775
10	Visi	5	1,715
11	VNI	164	47,389
12	ZY Phyto	5	1,385
<u>Total</u>		<u>1,828</u>	<u>304,703</u>

Total Chemie Alliance Sales Q1-Q3 2019



Top 20 Sales Chronology

Q1 – Q4(F) 2019 Sales

No.	Customer	Q1(Actual)		Q2(Actual)		Q3(Actual)		Q4(Forecast)		EST FY 2019	
		KG	RM	KG	RM	KG	RM	KG	RM	KG	RM
1	Owilab	710	65,150	200	34,400	310	30,850	315	32,265	1,535	162,665
2	Coscolab	75	51,985	30	6,575	10	9,000	25	2,075	140	69,635
3	Kenrich	1,800	26,700	3,750	51,750	1,500	20,700	3,000	41,400	10,050	140,550
4	Wipro	90	20,450	265	57,320	125	28,473	204	43,065	684	149,308
5	Biocomm	10	2,165	0	0	100	8,498	0	0	110	10,663
6	GIM	64	6,720	50	13,875	45	8,360	186	28,004	345	56,959
7	E-Beauty	80	8,400	275	21,500	582	43,752	575	45,500	1,512	119,152
8	ZY Phyto	5	1,125	0	0	56	11,090	17	11,550	78	23,765
9	Bilu Metys	0	0	0	0	0	0	25	6,429	25	6,429
10	UMZ	0	0	55	10,540	0	0	30	9,300	85	19,840
11	Orion Paradigm	98	6,910	8	5,615	0	0	15	5,645	121	18,170
12	MM Cosmetic	94	31,476	89	64,040	22	2,765	25	2,450	229	100,731
13	Sun Yang	0	0	32	5,266	27	4,231	30	8,075	88	17,573
14	DM Cekap	17	1,683	75	9,475	17	1,073	60	13,280	169	25,511
15	Kosmetik Alwan	0	0	0	0	0	0	0	0	0	0
16	Chalks	0	0	0	0	0	0	0	0	0	0
17	Woleco	90	12,558	95	16,655	4	1,234	71	12,557	259	43,004
18	Biochempro	0	0	30	3,770	25	2,750	0	0	55	6,520
19	Hoe Pharma	25	3,525	50	7,050	150	21,150	0	0	225	31,725
20	Biotech Manufacturing	25	3175	0	0	25	3175	20	11,270	70	17,620
Subtotal		3,182	242,022	5,004	307,832	2,996	197,100	4,598	272,864	15,780	1,019,818
21	Others	868	109,126	375	100,933	1,723	164,420	1,762	139,185	3,648	472,290
Total		<u>4,050</u>	<u>351,148</u>	<u>5,378</u>	<u>408,765</u>	<u>4,720</u>	<u>361,519</u>	<u>4,598</u>	<u>412,049</u>	<u>19,428</u>	<u>1,492,108</u>

FY 2019(Budget) Vs FY 2019(Actual)

No.	Customer	FY 2019(Budget)		FY 2019(EST)		Ach(%)	
		KG	RM	KG	RM	KG	RM
1	Owilab	1,879	200,478	1,535	162,665	82%	81%
2	Coscolab	265	130,990	140	69,635	53%	53%
3	Kenrich	10,800	149,400	10,050	140,550	93%	94%
4	Wipro	425	130,825	684	149,308	161%	114%
5	Biocomm	495	68,857	110	10,663	22%	15%
6	GIM	393	107,648	345	56,959	88%	53%
7	E-Beauty	908	72,486	1,512	119,152	167%	164%
8	ZY Phyto	196	53,088	78	23,765	40%	45%
9	Bilu Metys	103	26,960	25	6,429	24%	24%
10	UMZ	160	29,975	85	19,840	53%	66%
11	Orion Paradigm	116	31,481	121	18,170	104%	58%
12	MM Cosmetic	640	69,717	229	100,731	36%	144%
13	Sun Yang	95	22,475	88	17,573	93%	78%
14	DM Cekap	91	26,680	169	25,511	185%	96%
15	Kosmetik Alwan	105	24,979	0	0	0%	0%
16	Chalks	65	6,232	0	0	0%	0%
17	Woleco	97	25,969	259	43,004	268%	166%
18	Biochempro	101	14,200	55	6,520	54%	46%
19	Hoe Pharma	175	24,525	225	31,725	129%	129%
20	Biotech Manufacturing	70	17,260	70	17,620	100%	102%
Subtotal		17,178	1,234,224	15,780	1,019,818	92%	83%

21	Others	2,890	284,461	3,648	472,290	126%	166%
----	--------	-------	---------	-------	---------	------	------

Total

20,068

1,518,685

19,428

1,492,108

97%

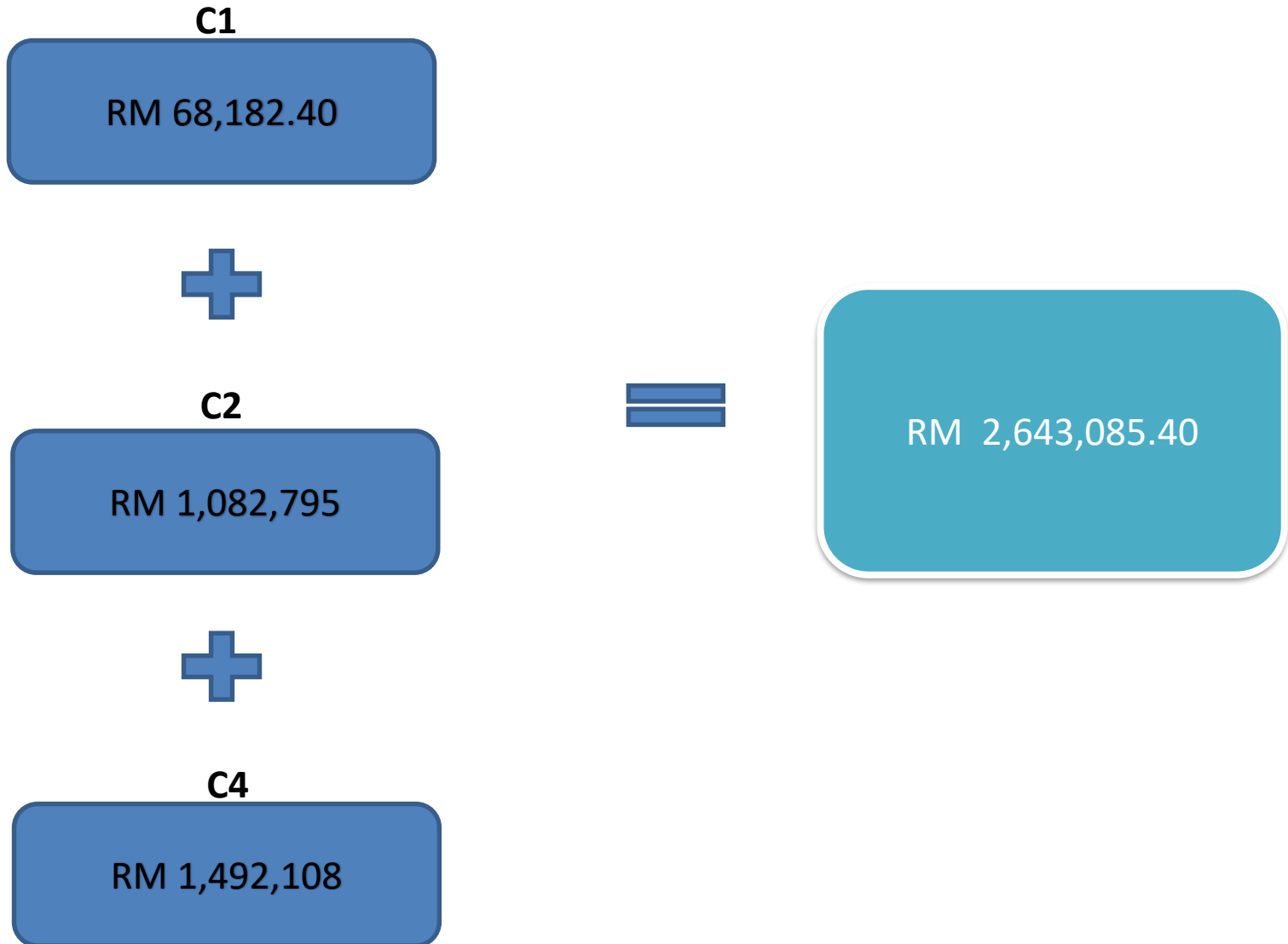
98%

Q4 2019 New Business

No.	Customer	Quantity (kg)	Value (RM)
1	I-Green Asia	20	1,500
2	VNI	10	3,595
3	MM Cosmetic	25	2,450
4	Grand Cosmetic	24	4,992
5	Shahrul Rizki	3	3,743
6	Ensulifescience	40	5,520
7	Radix	25	3,125
8	Bilu Metys	25	6,429
9	DM Cekap	10	2,030
10	Meking Industries	300	5,040
11	Shemical	36	5,044
12	Masha	18	6,678
<u>Total</u>		<u>536</u>	<u>50,146</u>

Total New Business RM 304,703 + RM 50,146 = RM 354,897

Total Chemie Alliance Sales Review 2019



Sales Budget 2020

No.	Customer	2020(Budget)	
		Est Volume (KG)	Est Budget (RM)
1	Owilab	2,545	281,687
2	Coscolab	65	38,075
3	Kenrich	9,000	123,300
4	Wipro	685	165,643
5	Biocomm	200	21,700
6	GIM	275	52,655
7	E-Beauty	1,159	92,026
8	ZY Phyto	53	19,740
9	Bilu Metys	62	8,600
10	UMZ	56	15,060
11	Orion Paradigm	149	41,538
12	MM Cosmetic	412	75,936
13	Sun Yang	77	12,871
14	DM Cekap	82	13,630
15	Kosmetik Alwan	50	11,900
16	Meking	600	10,080
17	Woleco	1,339	67,389
18	Biochempro	75	8,250
19	Hoe Pharma	100	14,100
20	Biotech Manufacturing	75	19,555
<u>Sub-Total</u>		<u>17,058</u>	<u>1,093,734</u>
21	Others	4,713	580,619
<u>Main Total</u>		<u>21,771</u>	<u>1,674,353</u>

Sales By Principals

No.	Principals	2018		2019(EST)		2020(Budget)	
		Quantity KG	Value RM	Quantity KG	Value RM	Quantity KG	Value RM
1	Gattefosse	4,729	650,932	5,921	776,256	5,403	744,107
2	Koboproducts	522	186,292	757	286,441	782	310,340
3	Jeen	1,707	136,441	794	154,118	1,923	186,647
4	Interpolymer	9,750	133,575	11,700	167,880	11,700	189,180
5	Sun Chemicals	80	21,975	2	2,173	50	11,900
6	Vivimed	180	95,125	50	29,485	0	0
7	Oryza	51	9,194	70	11,786	104	17,368
8	Ikeda	13	15,827	36	47,716	36	46,615
9	Other	1,148	123,688	1,179	57,626	1,773	168,196
Total		18,179	1,373,048	20,508	1,533,481	21,771	1,674,353

2020 vs 2018		2020 vs 2019	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
114%	114%	91%	96%
150%	167%	103%	108%
113%	137%	242%	121%
120%	142%	100%	113%
63%	54%	2500%	548%
0%	0%	0%	0%
206%	189%	149%	147%
277%	295%	100%	98%
154%	136%	150%	292%
120%	122%	106%	109%

Sales By Principles Vs Product Category(2 main principals)

Gattefosse		2018		2019		2020	
No.	Product Category	Quantity KG	Value RM	Quantity KG	Value RM	Quantity KG	Value RM
1	Actives	960	247,085	1,212	283,753	1,002	217,963
2	Solubilizer	1,800	126,531	2,250	154,687	1,951	129,196
3	Oleochemicals	1,359	166,040	1,529	185,216	1,520	209,962
4	Vegetol	610	111,275	875	146,905	930	186,986
5	Others	0	0	55	5,695	0	0
Total		4,729	650,932	5,921	776,256	5,403	744,107

2020 vs 2018		2020 vs 2019	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
104%	88%	83%	77%
108%	87%	87%	84%
112%	126%	99%	113%
152%	168%	106%	127%
100%	100%	0%	0%
114%	114%	91%	96%

Kobo		2018		2019		2020	
No.	Product Category	Quantity (kg)	Value (RM)	Quantity (kg)	Value (RM)	Quantity (kg)	Value (RM)
1	Glycospheres	5	5,175	70	69,625	30	31,177
2	Softspheres	10	4,920	0	0	0	0
3	UV Filters	35	15,925	30	15,830	55	26,305
4	Treated Pigments	70	12,520	230	39,804	100	16,000
5	Microspheres	50	27,305	20	7,315	20	10,890
6	Pigments Dispersion	277	94,378	358	134,494	463	179,455
7	Specialty	75	26,070	49	19,373	114	46,513
Total		522	186,292	757	286,441	782	310,340

2020 vs 2018		2020 vs 2019	
Quantity (%)	Value (%)	Quantity (%)	Value (%)
17%	17%	43%	45%
0%	0%	0%	0%
64%	61%	183%	166%
70%	78%	44%	40%
40%	40%	100%	149%
167%	190%	129%	133%
152%	178%	233%	240%
150%	167%	103%	108%

2020 New Business

No.	Customer	Quantity (kg)	Value (RM)
1	Woleco	1,150	36,000
2	Owilab	1,000	120,000
3	Radix	1,800	50,100
4	Sipro	50	21,625
5	FA Herbs	18	3,103
6	OTC	25	10,375
7	UMZ	1	4,543
8	Ensu Lifescience	100	35,100
9	VNI	2	6,000
10	Angelfun	75	23,775
11	GIM	50	12,500

Total

4,271

323,121

SWOT Analysis

Strength	Weakness
1. Technical Support 2. Experience Sales personal 3. Aggressive sales personal	1. Long lead time. 2. Big MOQ . 3. Price incompetency. 4. Out-dated actives. 5. Secure Agency.
Opportunities	Threats
1. New and Potential Principle 2. Low MOQ ingredients. 3. New OEM emerge. 4. Rapid emerging of colour cosmetic 5. New trend.	1. Price War. 2. New competitors. 3. Strong and big competitors. 4. User friendly emulsifiers. 5. Shorter lead time and Low MOQ. 6. Halal issue.

Sales Strategies

Short Term Strategies

Strategies	Action Plan
Business Replacement	Seek for Business replacement of potential products
Wider Application	Expand products usage to different application.
Sales Negotiation	Price negotiation for big potential customers.

Long Term Strategies

Strategies	Action Plan
Lab Training	Assist Fresh Formulator in their formulation / know-how.
Newsletters	Monthly newsletter to continue create awareness.
One Stop Formulation	Become one stop formulation for all OEM Manufacturers.

The End

Thank you