

## Marine Corps Association Analysis Support Overview

**Objective:** The Marine Corps Association CEO desires insight via business case analysis that:

- Provides a business financial model to use in examining a variety of operational Courses of Action for retail operations, in general, and The Marine Shop (e.g., pricing, inventory, staffing, ecommerce/walk-in emphasis) under varying external uncertainties (e.g., inflation, demand, supply chain, etc.)
- Integrates qualitative and quantitative measures of value for assessing COAs in a cost-benefit framework aligned to MCA mission and vision
- Provides a decision framework for assessing The Marine Shop value within the MCA portfolio

**Approach:**

Phase/Timing	Activities	Benefits/Outcome
<b>Feb 2022</b>  Framing/ Operations Focus	-Leadership Interviews -Data analysis of The Marine Corps Shop financials and records -Development of Objectives/Measures framework(s) - Assessment of modeling requirements	- Clarification of key issues, risks, and uncertainties - Orientation on requirements of financial model - Understanding of available data and expertise to support the engagement - Clarification of analytic insights expected from modeling/analysis
<b>Mar-Apr 2022</b>  Model Development/ Refinement  COA Analysis	- Review framing with MCA -Firm up ground rules/assumptions -Develop MCA Financial Model -Review “As Is” model with MCA - Refine planning as needed -Ideate Courses of Action for maximizing value -Examine COAs in future scenarios -Examine sensitivity of results to changes in assumptions -Prepare DRAFT results for MCA	- Confirmation of intent and focus - Analytic baseline for “As is” versus “To Be” comparisons - Clarification of uncertainties and how to measure and communicate them - Creative, collaborative buy-in in development of COAs - Analytically-supported assessment of COAs in Cost-Benefit framework - Reusable model for presentation and communication of financial and operational results
<b>May 2022</b>  Refinement/ Documentation	- Analysis excursions - Finalize results and documentation	- Understanding of critical tradeoffs - Report highlighting key insights - Model and documentation to support drilldown inquiry

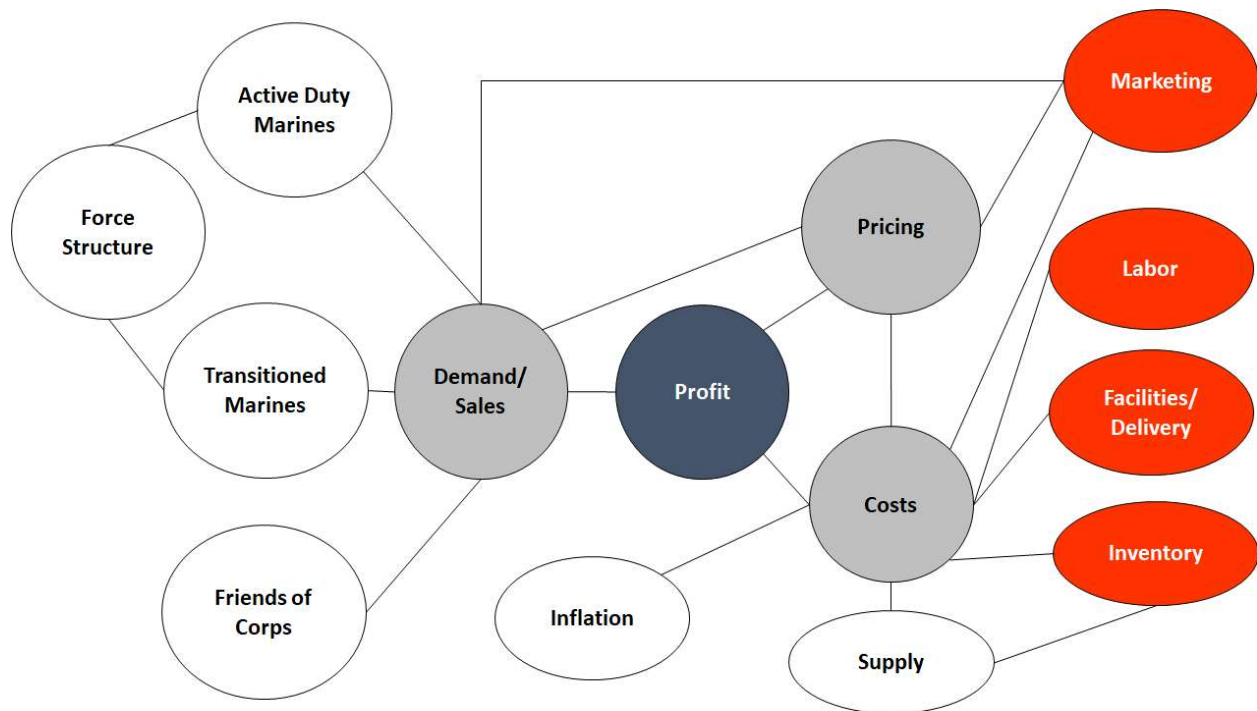


Figure 1 Business/Financial Models deliver insights about complex interactions over time

Table 1 ITA and business partner Incendio bring wealth of experience and talent to MCA

Role	Team Member	Expertise
Analytic Program Management	*Mr. Bob Liebe, MS, MBA LtCol, USMCR (Ret)	Decision support modeling, with experience managing P&L responsibilities reporting to board of directors. Expertise in Design Thinking business processes to motivate business innovation
Retail Management	*Bob Soukup Incendio	Consumer engagement programs in retail industry (e.g., Best Buy). Hands-on knowledge of loyalty programs, multi-channel promotions, ecommerce, product development, and revenue management.
Retail/Supply Chain Modeling	Dr. Natalie Scala, PhD (PT ITA consultant, Assoc. Professor Supply Chain at Towson Univ.)	Supply chain and operations analysis, financial modeling, decision analysis, risk analysis
Cost Modeling	Dr. Scott Willette, PhD Maj, USMC (Ret)	Cost modelling and organizational design expertise, extensive portfolio of analyses for DHS, OSD, USMC clients
Analyst	TBD (Mr. Jared Beekman, MS Ms. Miranda Lao)	Cost analyst, system designer/innovator, data analyst, data visualizer, model customization and support