

PROJECT REPORT TEMPLATE

1 INTRODUCTION

Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

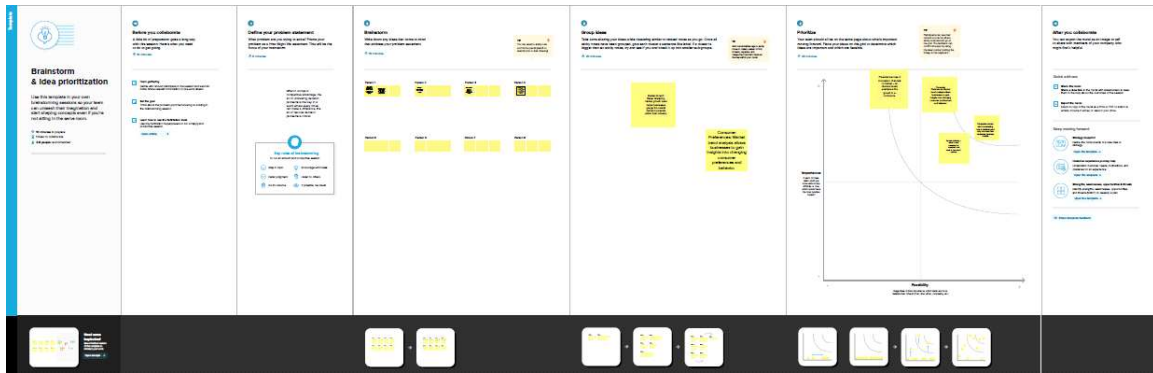
Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit. The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

PURPOSE

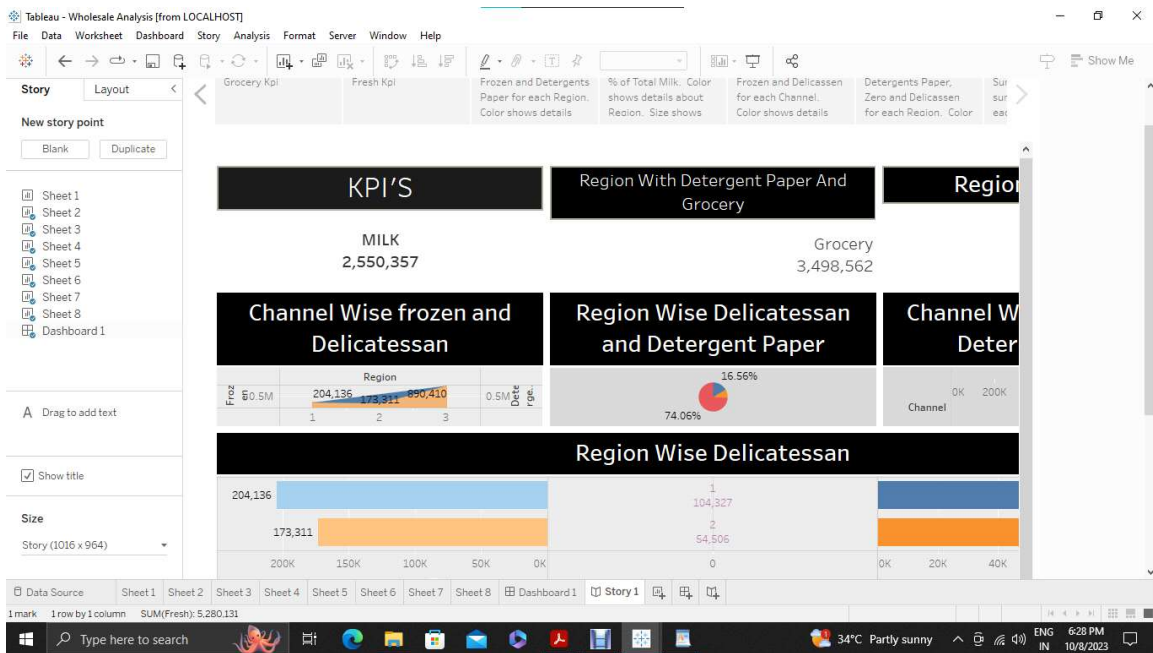
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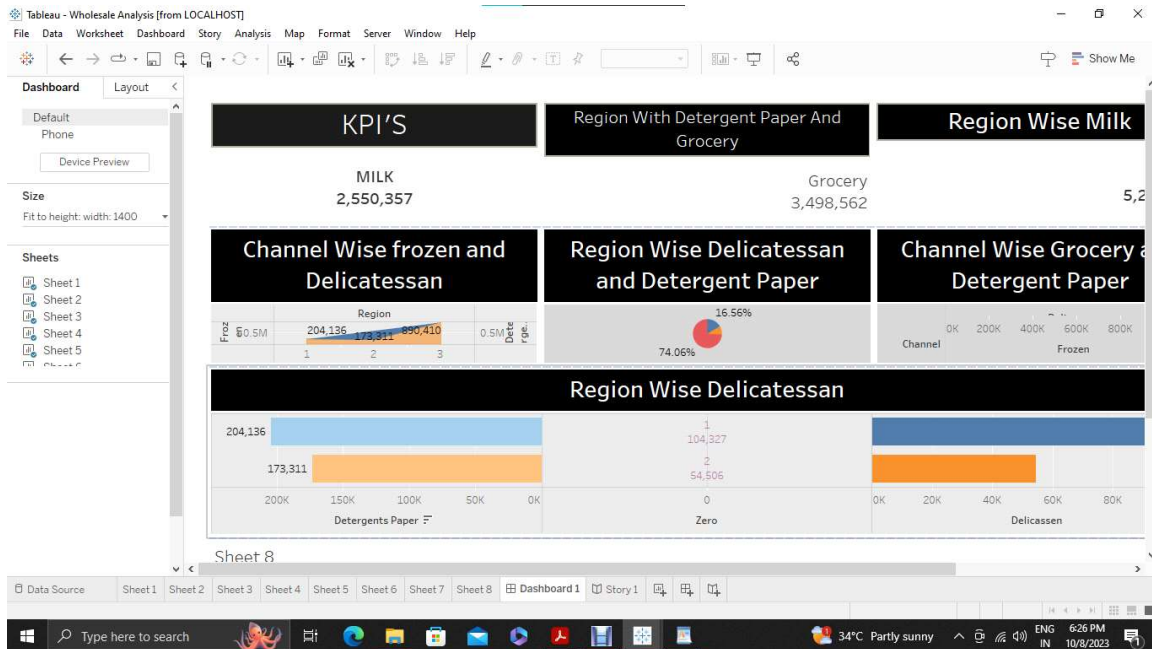
2. Problem Definition & Design Thinking

2.1 EMPATHY MAP



3 .RESULT





4. ADVANTAGES & DISADVANTAGES

Cost Savings: Wholesale allows businesses to benefit from economies of scale. By purchasing goods in large quantities, wholesalers often receive substantial discounts from manufacturers or suppliers. These cost savings can be passed on to retailers or customers, resulting in competitive pricing and increased affordability.

Increased Profit Margins: Wholesalers typically purchase goods at lower prices than retailers, enabling them to achieve higher profit margins. By buying products in bulk and selling them in smaller quantities at a higher price, wholesalers can generate significant profits.

DISADVANTAGES

Minimum & Maximum Product Quantity. FIND OUT more about B2B eCommerce in this article. ...

Wholesale Product Price. Product price can also be one of the disadvantages of wholesalers in specific circumstances. ...

Production Cost. ...

Production Consistency. ...

Product Storage. ...

Wholesale Refund. ...

5. APPLICATIONS

Data collection and analytics is utilized to help distributors predict customer demand. Distributors that utilize tools to assist with demand forecasting and inventory optimization gain insight into valuable data that allows them to better track inventory and reduce carrying costs.

6. CONCLUSION

It provides invaluable insights that could have otherwise gone unnoticed. After all, when you're making big decisions regarding your business's marketing campaigns and programs, you need to evaluate all of the data available to you.

7. FUTURE SCOPE

In the future of marketing analytics, one of the main trends would be the wider use of automation. Businesses will focus more on social media channels and use more third-party data for data-driven decisions. There will be better customer engagement and retention as well.

8. APPENDIX

Market analysis is a detailed assessment of your business's target market and the competitive landscape within a specific industry. This analysis lets you project the success you can expect when you introduce your brand and its products to consumers within the market. Market analysis includes quantitative data such as the actual size of the market you want to serve, prices consumers are willing to pay, revenue projections, and qualitative data such as consumers' values, desires, and buying motives.