Executive Summary

The Stargazers Company has been experiencing a downturn in sales and needs to turn around its business by increasing demand and expanding its product line. The new offerings will consist of products such as star charts, compasses, astronomy magazines, tripods, and other astronomy-related products. Furthermore, Stargazers will open a new revenue stream by launching a subscription-based club, intended to connect stargazing enthusiasts and build a stronger community. With a budget of $10,000 allocated for this new pivot, Stargazers will also aim to upgrade its e-commerce platform and open as many new revenue streams as possible. This project is intended to boost revenue, enhance customer loyalty, and reposition the company in the astronomy market. Careful planning, strong management, and resource allocation will be important to the success of this new project.

There will be a broad scope for the launch of these new revenue streams, including the subscription service, new product lines, and the development of a new e-commerce site. Stargazers’ location will be investing heavily in online retail to make its products as widely available as possible. Responsibilities will include securing high-profile guest speakers and developing new marketing strategies to attract a growing community of stargazing enthusiasts. Out-of-scope activities include the creation of entirely new products or brainstorming future merchandise ideas beyond the initial launch. The focus of this project will remain on executing the current expansion plans effectively and building a solid foundation for future growth.