1. Calculate the % savings from push to pull for cold-smart, cold-feature, hot-smart, hot-feature phones, and assess the net cost difference between push and pull for the flagship store in NYC.

A screenshot of a cell phone

Description automatically generated

1. Calculate the % savings from push to pull for cold-smart, cold-feature, hot-smart, hot-feature phones, and the net cost difference between push and pull for the flagship store in LA.

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1. Based on your calculation, is the pull strategy better than the push strategy for all product types in the flagship stores of NYC and LA? If not, for which product(s) is pull better than push?

Ans: The pull strategy is not better than the push strategy for flagship stores of NYC and LA in broad overall spectrum and as per total cost. For all flagship stores in NYC, the push strategy is better than the pull strategy for the Hot Smart (35.72%), Hot Feature (88.60%), Cold Smart (4.13%), Cold Feature (24.53%) Categories. While in LA, the push strategy is far more preferable than the push strategy as there are differing levels of high cost savings via the push strategy. This is applicable for all four categories i.e. Hot Smart (43.92%), Hot Feature (90.24%), Cold Smart (4.07%), Cold Feature (41.60%) Categories.

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1. Based on your calculation, what are the net savings for the NYC and LA stores if we move from push to pull?

Ans: Based on our calculations,   
1) The total cost incurred for flagship stores in NYC as per push strategy is **$165,770** and as per pull strategy is **$240,211.** Hence, the net savings for NYC is almost 45% more in push strategy than in pull strategy.

2) The total cost incurred for flagship stores in LA as per push strategy is **$100,441** and as per pull strategy is **$150,637.** Hence, the net savings for LA is almost 50% more in push strategy than in pull strategy.

1. Based on your calculation, in which region (NYC vs LA), pull may generate a greater saving relative to push?

Ans: As per our calculations, as we see 50% more saving is done in LA as compared to the 45% saving done in NYC. If we look at this scenario in percentage values than definitely application of the pull strategy in LA may generate a greater saving relative to the push strategy. But if we look in monetary terms or cash values the cost incurred overall is higher in NYC than in LA hence pull strategy will be giving higher savings monetary size wise as compared to LA.