

Inability to beat huge competition in the market

Problem with acquiring new customers

Low revenue from existing customers

No presence as mobile application

Insufficient budget for hiring a technical team to develop an app

Poor shopping experience

Improper product assortment

Confusing and non-interactive website

inexperienced resources

Revenue Problem

Unplanned budgets

Ineffective market penetration

Ineffective marketing campaigns

Lack of Market Mix Model

Non-optimal allocation of marketing budget across different marketing levers

Inaccurate Model Used

