

# *AdventureWorks: Scaling Smart*

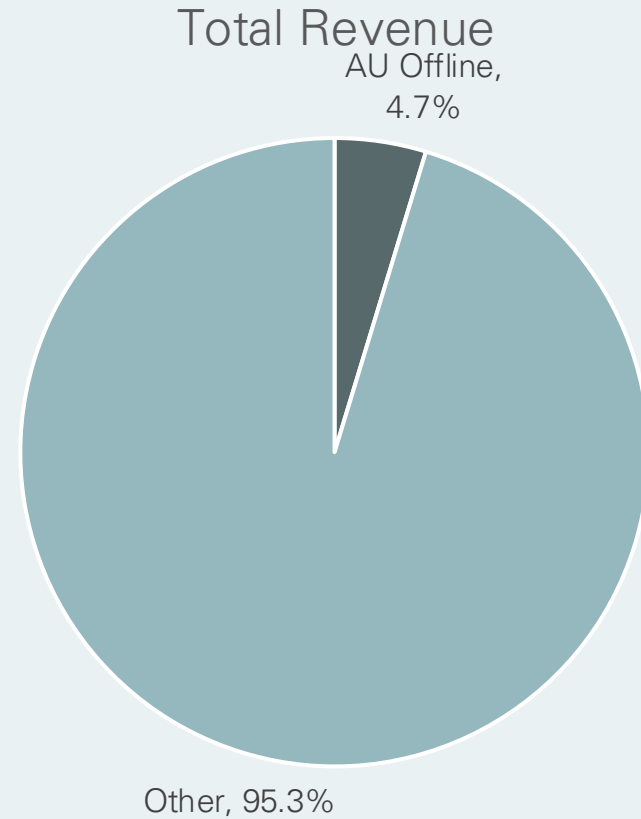


# *AdventureWorks Roadmap Overview*

- **1. Growth**
  - Key metrics and milestones
  - Regional Performance
  - Main Initiatives
- **2. Sales to Revenue**
  - Sales performance trends
- **3. Assortment**
  - New arrivals and seasonal planning
- **4. Challenges**
  - Inventory planning
  - Assortment competition
- **5. Key Takeaways**

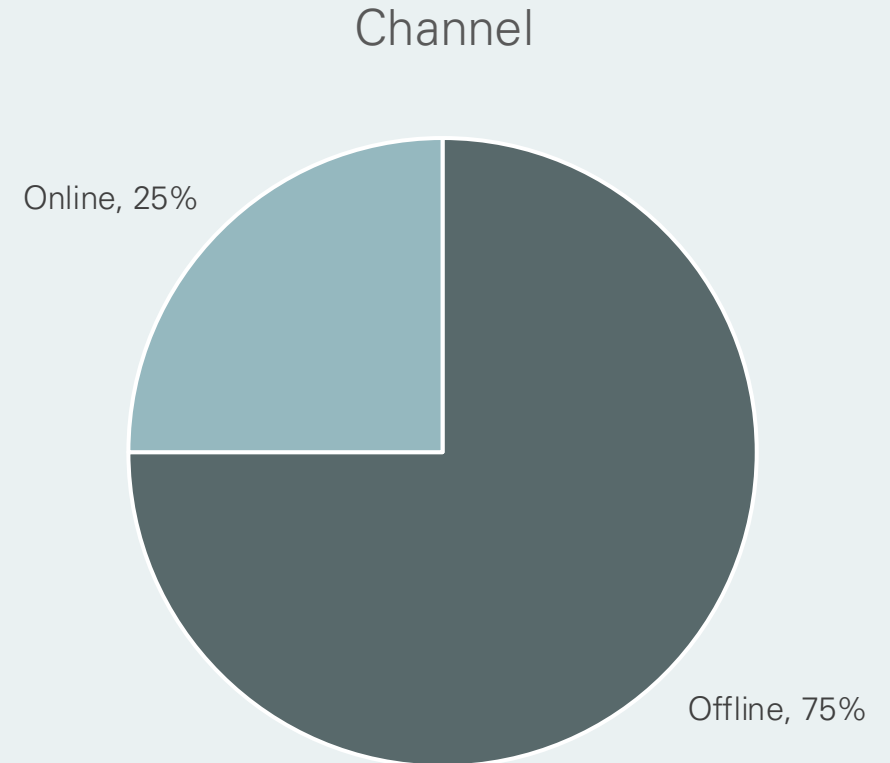
# *AdventureWorks in 2012: A Stable Foundation*

- Total Revenue: \$37.68M
- Offline Sales: \$30.61M
- Online Sales: \$7.06M



# 2013: A Year of Acceleration

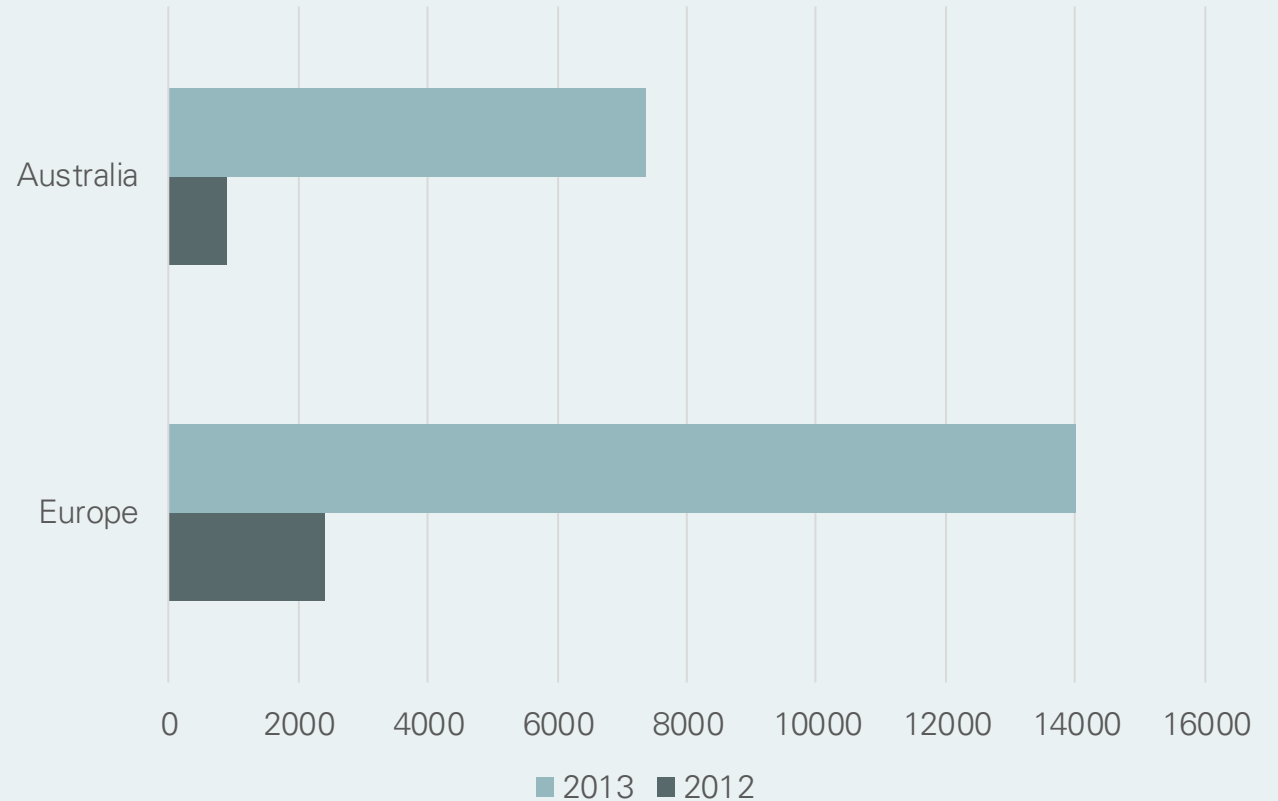
- Total Revenue: \$48.97M →  +30%
- Online Sales: \$11.86M →  +67.9%
- Offline Sales: \$37.11M →  +21.3%



# Growth Concentration: A Strategic Signal

## Regional growth

- AU Region: +74%
- EU Region: +172%

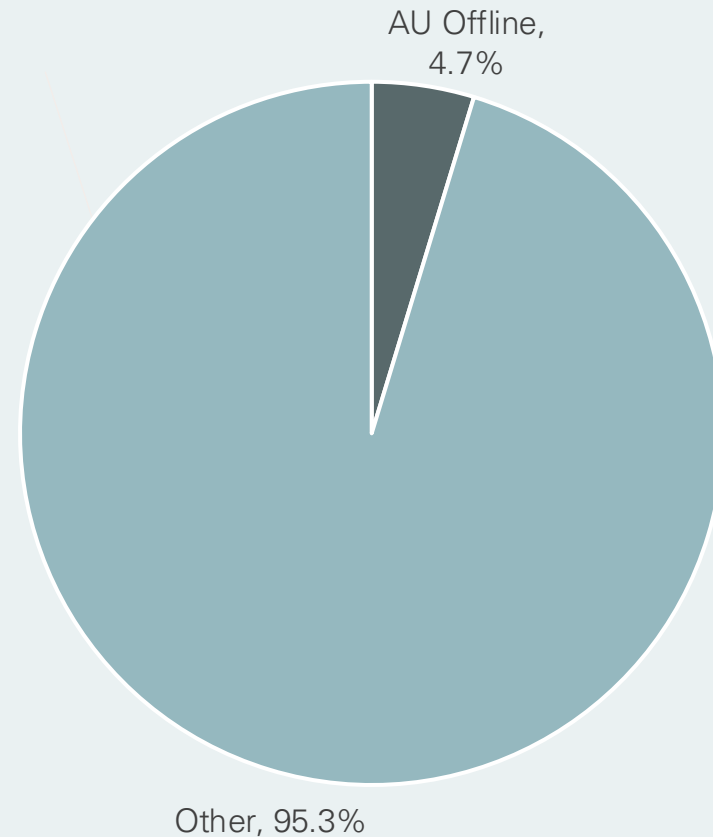


Combined contribution **\$9.5M** of the **\$11.3M** total growth

# Australia Offline Launch (May 2013)

Offline expansion unlocked a new revenue stream, marking a strategic pivot.

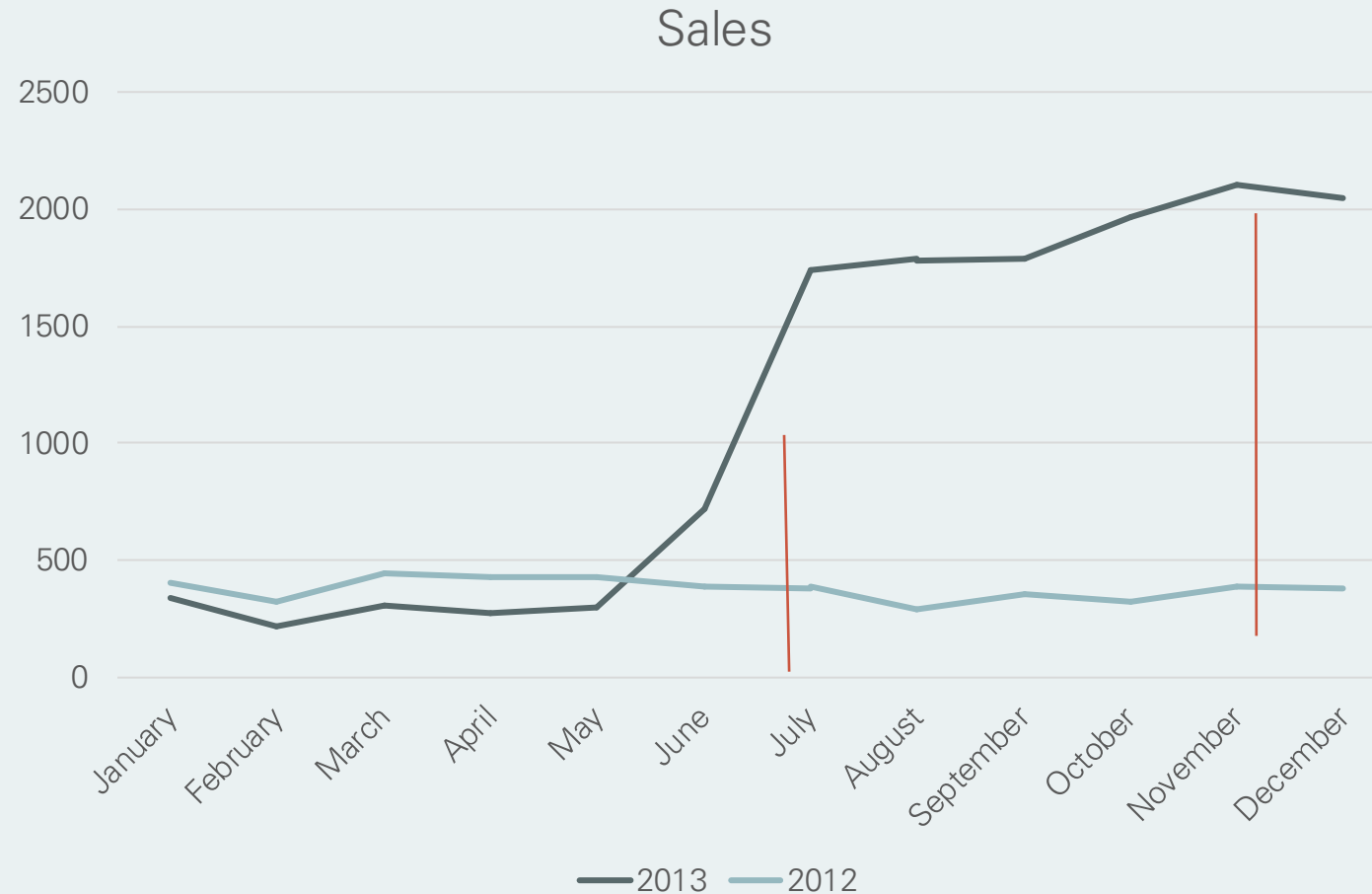
- Launch date: May 2013
- Offline orders: 78
- Offline Revenue: \$1.8M
- 3.7% of total revenue



# Online Campaign Impact (May 2013)

The Clothing & Accessories campaign was a turning point — setting the tone for Q3 growth.

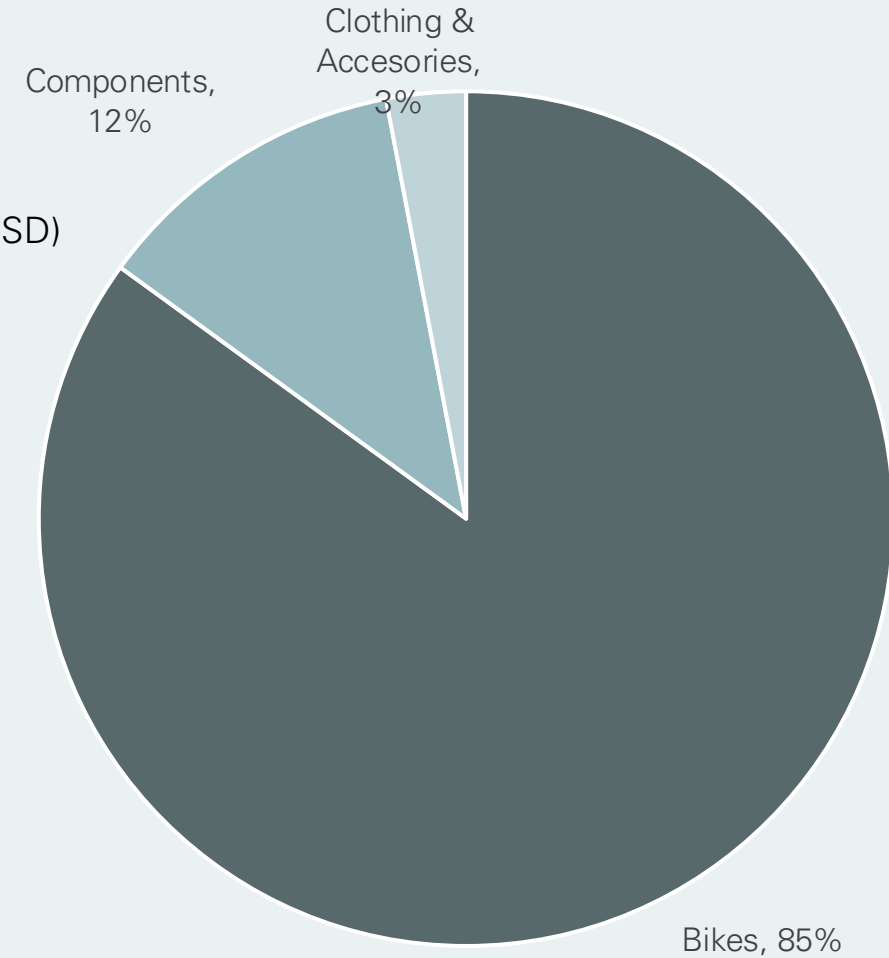
- Launch date -> **May 2013**
- June Orders: **390 -> 719**
- November Orders: **383 -> 2103**
- From **double** to **sextuple** in **24 weeks**



# Top Products — Dominance & Emerging Potential

- **Clothing & Accessories:** 3% — introduced mid-2013 via online campaign (1.5 mil USD)
- This growth came **entirely through online channels**
- They offer cross-sell potential with **all bike buyers**.

- With targeted campaigns, they could grow a lot more from current 3%





# Newcomers Package — Gateway to Brand Loyalty

A curated bundle of **top-selling gear** for new cyclists:

| Name                        | Total Sold | Unit Revenue |
|-----------------------------|------------|--------------|
| Long: Sleeve Logo Jersey, L | 5023       | €149.00 K    |
| Sport: 100 Helmet, Blue     | 4607       | €102.50 K    |
| Sport: 100 Helmet, Black    | 4475       | €109.79 K    |
| Sport: 100 Helmet, Red      | 4218       | €89.50 K     |
| Women's Tights, L           | 2119       | €85.90 K     |
| Women's Tights, S           | 2470       | €91.35 K     |
| Women's Mountain Shorts, S  | 2111       | €96.81 K     |
| Men's Blo: Shorts, M        | 2781       | €95.92 K     |
| Long: Sleeve Logo Jersey, M | 2781       | €95.13 K     |

- Can be bought in bundles
- Typically carry high margin
- Customer likely to restock

# Complication — Growth Meets Inventory Pressure

- STR – Stock Turnover Rate
- Low STR – overstocking, unpopular product
- High STR – inventory is selling quickly & efficiency

| Name                           | Stock Turnover Rate |
|--------------------------------|---------------------|
| Bike Wash - Dissolver          | 5.01                |
| Women's Tights, L              | 4.91                |
| Short-Sleeve Classic Jersey, L | 4.40                |
| Half-Finger Gloves, L          | 2.10                |
| Full-Finger Gloves, L          | 1.95                |
| Long-Sleeve Logo Jersey, L     | 1.94                |
| Sport-100 Helmet, Blue         | 1.78                |
| AWC Logo Cap                   | 1.68                |
| Hydration Pack - 70 oz.        | 1.39                |
| Water Bottle - 30 oz.          | 1.29                |
| Long-Sleeve Logo Jersey, M     | 1.24                |
| Men's Bib-Shorts, M            | 1.24                |
| Sport-100 Helmet, Red          | 1.22                |
| Sport-100 Helmet, Black        | 1.15                |

# Opportunity — *Expand Assortment to Unlock Growth*




## We offer

- **Helmets:** 3 variants (Black / Blue / Red)
- **Jerseys:** 2 styles ( Long Sleeve / Short Sleeve)
- **Gloves:** 2 types (Full-Finger / Half-Finger)

## We are missing

- neon, matte, seasonal tones
- Aerodynamic, thermal jerseys
- Tiered **price points** (basic vs. premium)

# *Key Takeaways*

-  AdventureWorks is a bike-first brand — but not bike-only
-  Clothing & Accessories are emerging stars with digital traction
-  Online campaigns drive growth efficiently
-  Stock turnover insights reveal margin opportunities
-  Assortment expansion is a strategic leverage

Thank  
you

Q&A