

Bulk Pro Analysis and Observations

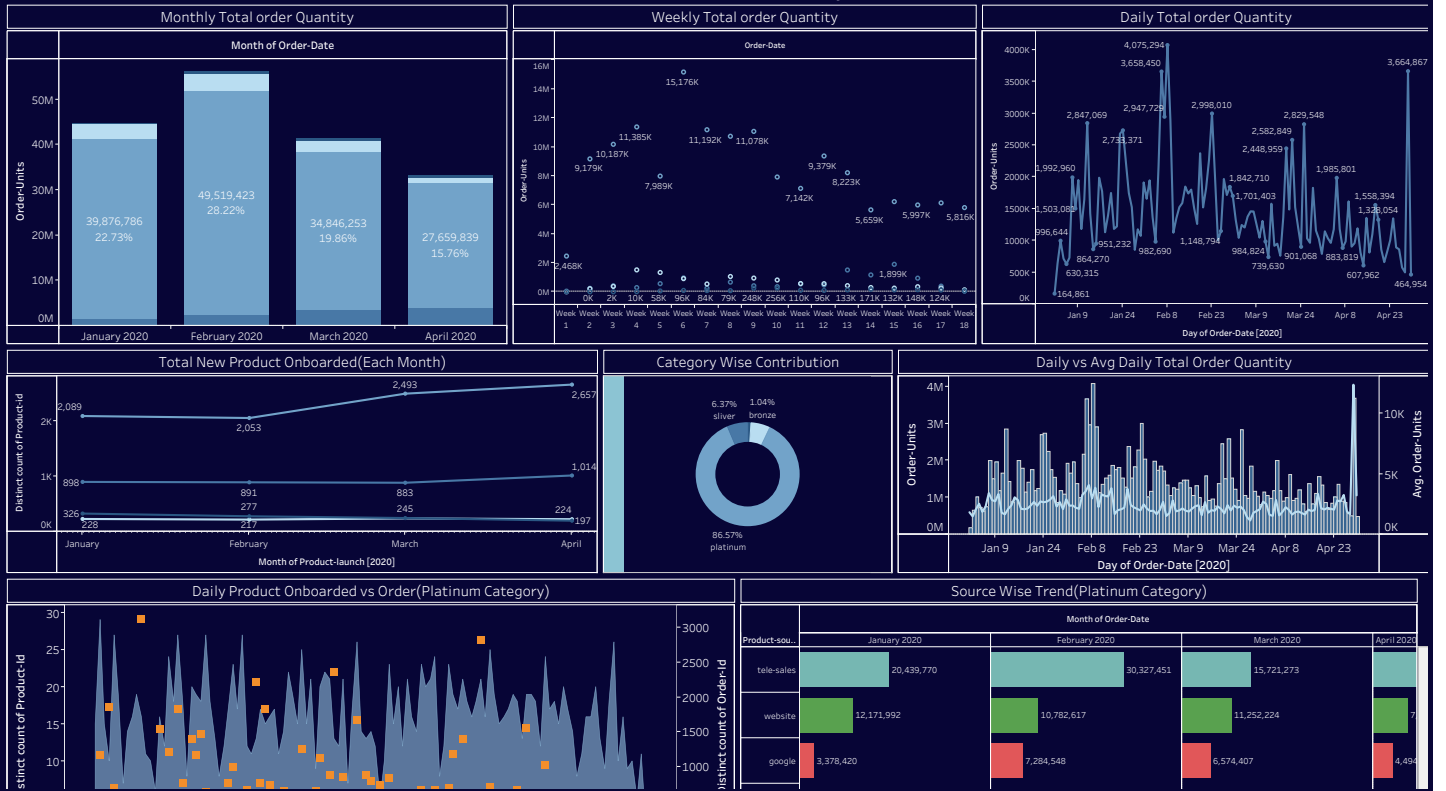
Bulk Pro Analysis

Observations

Product-.. bronze gold platinum silver

Bulk Pro Analysis

Product-source Available
tele-sales website google



Bulk Pro Analysis and Observations

Bulk Pro Analysis

Observations

Related Issues And Observations

Current Scenario :

Currently, the Platinum Category is responsible for a significant 86% of the total orders received, making it a crucial contributor to the overall revenue of the company. Any alterations in the ordering patterns of this category would likely have a ripple effect on the company's earnings.

However, the company is currently facing several issues that are impacting its operations. Firstly, there has been a notable decline in the monthly order quantity for the Platinum Category, with figures dropping from 39 million to 27 million. This trend has had a direct impact on the overall monthly orders, which have declined from 44 million to 33 million.

Furthermore, despite regular additions of new products, their orders have decreased instead of increasing. The daily and average daily sales figures have also shown no significant changes over time, indicating a stagnant performance.

Lastly, the two primary sources of orders, namely the Telesales and Website channels, have both experienced significant declines since March. These developments pose significant challenges to the company and require immediate attention to address the underlying causes and mitigate the effects on its revenue streams

Observations:

1. In light of the significant decrease in orders from Telesales and the website, it is imperative to explore alternative sources for improved promotion. These sources could include:

- a. Social media promotion through WhatsApp and Facebook campaigns.
- b. Implementation of Google Ads campaigns, such as search engine optimization (SEO) and pay-per-click (PPC) advertising.
- c. Leveraging Android applications to deliver better push notifications and promotional offers.
- d. Customer engagement initiatives via the Telesales channel.

2. Despite onboarding new products, it is evident that they are not reflecting in the orders. Therefore, conducting a market survey to identify customer needs and preferences is necessary to onboard more relevant products. This survey can be conducted through various means, including telephonic surveys, email surveys, and mobile app surveys.