



Optimizing Sales & Marketing Strategies for Sustainable Growth at Ajay Prasad Jewellers

BDM CAPSTONE PROJECT

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Business Image: Ajay Prasad Jewellers



Business Introduction

- Established in 2018 by Mr. Ajay Prasad
- Located in Sbj Market, Jehanabad, Bihar
- Operates as a retail jewellery store
- Known for affordable pricing and personalized service
- Specializes in high-quality gold and silver ornaments
- Serves a loyal local customer base
- Focus on customer satisfaction and ethical business practices
- Trusted and reputable name in the regional jewellery market

Problem Statement

1 Low Sales & Revenue: Ajay Prasad Jewellers struggles with inconsistent sales and revenue due to low brand visibility and weak customer acquisition, limiting overall growth.

2 Customer Retention & Competition: High competition from large brands and local jewellers makes retaining customers challenging, leading to reduced profitability and difficulty in market differentiation.

3 Inventory & Pricing Challenges: Fluctuating gold prices and shifting customer preferences result in inventory mismanagement and pricing difficulties, increasing financial risks and lowering profit margins.

Results and Findings

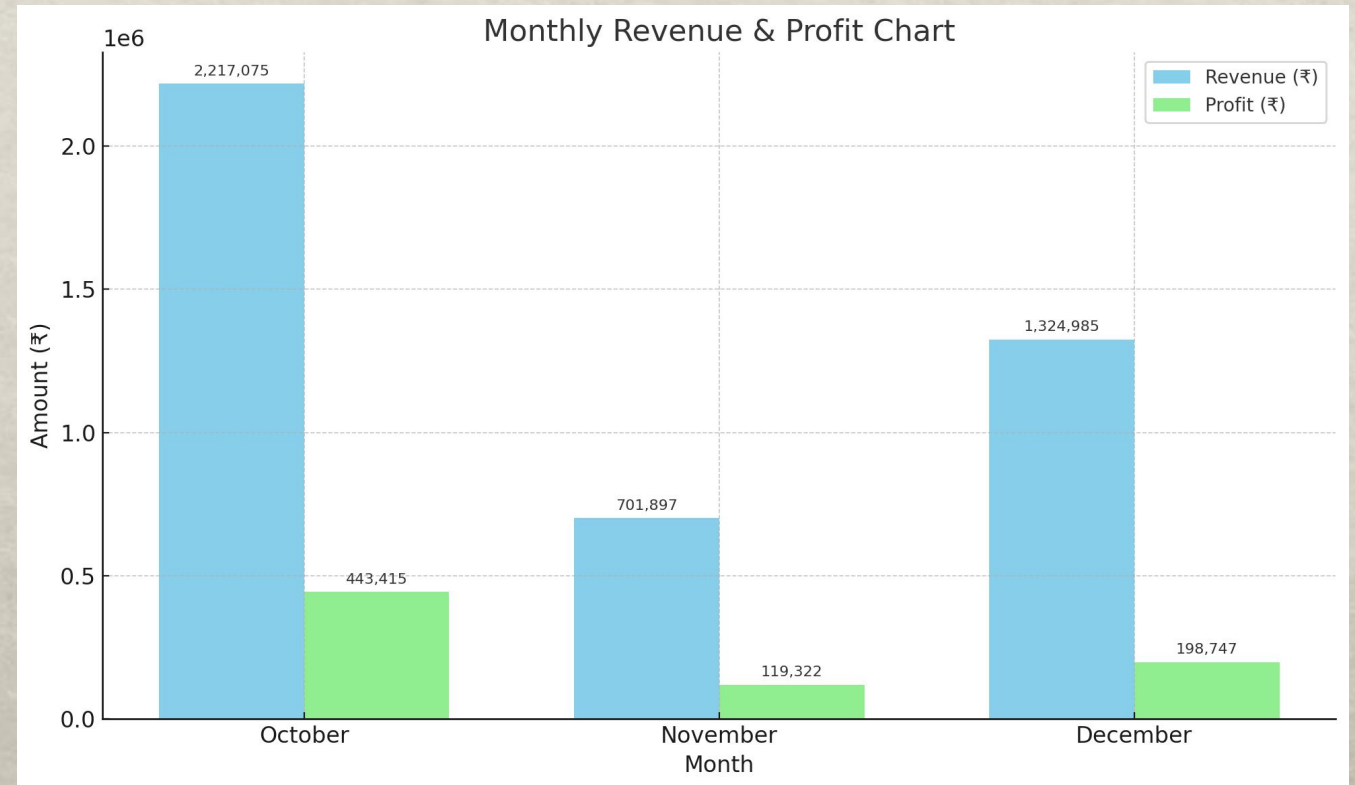
Revenue vs. Profit Comparison: Each month displays two bars—one for revenue and one for profit—allowing a direct comparison of earnings versus actual profit.

Highest Performance in October: October shows the highest revenue (₹2.2M) and profit (₹443K), indicating strong business performance during this month.

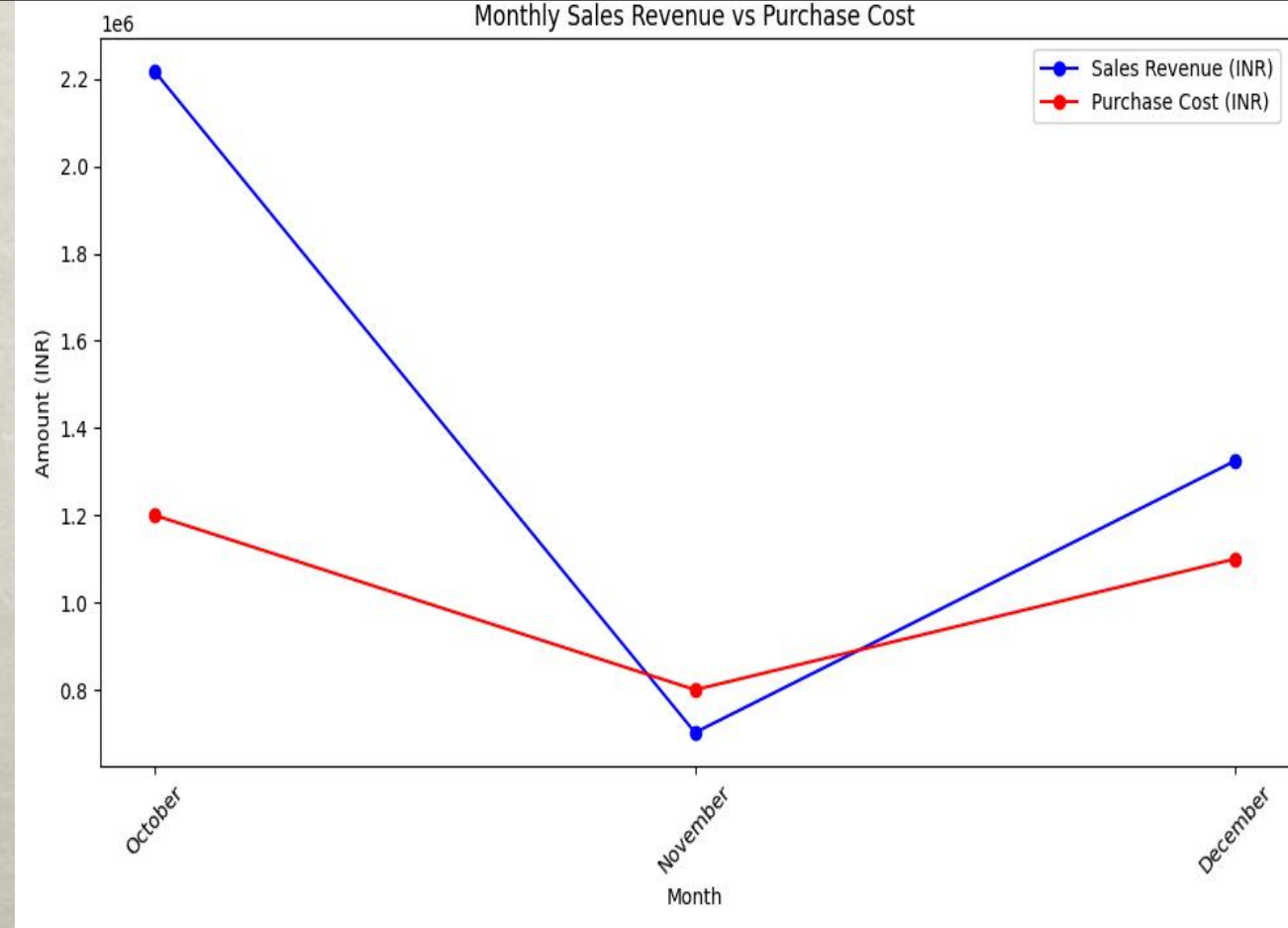
Lowest Revenue and Profit in November: November records the lowest figures, with revenue dropping to ₹701K and profit to ₹119K, suggesting a potential dip in sales or seasonal slowdown

Moderate Recovery in December: Revenue and profit both rise in December to ₹1.32M and ₹198K respectively, reflecting a partial recovery from November.

Profit Trends Align with Revenue: While the profit percentage varies slightly, the general trend is that profit increases or decreases proportionally with revenue.



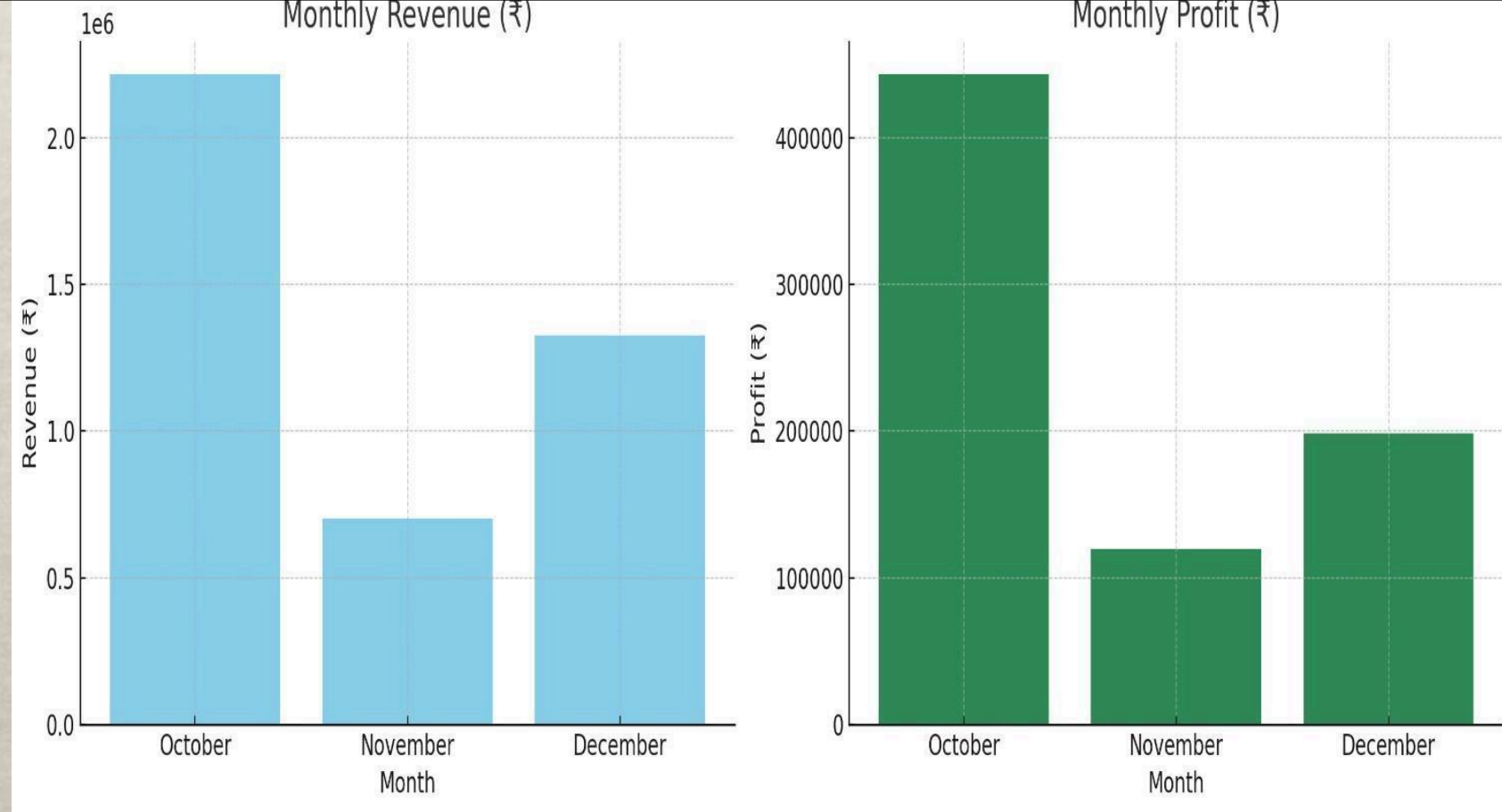
- ◇ **1. Strong Profitability in October**
 - **Sales Revenue (~₹2.2M)** was much higher than **Purchase Cost (~₹1.2M)**.
 - Indicates excellent sales performance during the **festive season**.
- ◇ **2. Loss in November**
 - **Sales Revenue (~₹701K)** dropped below **Purchase Cost (~₹800K)**.
 - Signifies **financial loss** due to **poor demand forecasting** post-festival.
- ◇ **3. Partial Recovery in December**
 - **Sales Revenue (~₹1.32M)** rebounded, but the **Purchase Cost (~₹1.1M)** remained high.
 - Shows **improved demand**, but **margins remained tight**.
- ◇ **4. Need for Inventory and Pricing Optimization**
 - Fluctuations highlight the need for **dynamic inventory planning** and **real-time pricing adjustments**.
 - Essential to **balance purchase decisions** with **market demand**.



◇ **1. October Peak Performance**
• **Highest Revenue (~₹2.2M)** and **highest Profit (~₹4.4L)** achieved due to strong festive season sales.

◇ **2. November Dip and Low Profitability**
• Significant drop in **Revenue (~₹700K)** and **Profit (~₹1.2L)** in November, reflecting weak post-festival demand and poor sales planning.

◇ **3. December Recovery Phase**
• **Revenue (~₹1.32M)** and **Profit (~₹2L)** improved compared to November, indicating partial business recovery through better inventory alignment and customer engagement.



Results and Insights

Results:

•October 2024:

- Highest **Sales Revenue** (~₹2.2 million)
- Strong **Profit** (~₹4.4 lakh) fueled by festive season demand.

•November 2024:

- Sharp decline in **Revenue** (₹1.2 lakh) due to reduced customer traffic and overstocking.

•December 2024:

- Partial recovery with **Revenue** (₹2 lakh) due to better marketing and inventory management.

Insights:

•Seasonal Dependence:

- Business heavily reliant on festive season; off-season needs stronger promotional strategies.

•Inventory-Pricing Mismatch:

- Overstocking and static pricing in November reduced margins; highlights the need for dynamic stock and price management.

•Recovery Potential:

- December's improvement indicates that **agile marketing, strategic inventory planning, and flexible pricing** can stabilize performance throughout the year.

SWOT Analysis

Positive

Negative

Internal

Strengths:

- Strong local reputation
- Affordable and customer-centric pricing
- Personalized, flexible service
- Quick decision-making & adaptabil

Weaknesses:

- Limited brand visibility beyond Jenanabad
- Small inventory size leading to stockouts
- Heavy dependence on seasonal sale
- No real-time dynamic pricing

External

Opportunities:

- Expand via social media & online sales
- Launch trendy lightweight jewellery
- Partnering with local events, fairs
- Use of analytics for better stock planning

Threats:

- Rising competition from major brands and online platforms
- Volatility in gold and silver prices
- Economic slowdowns affecting luxury buying

Recommendations

1.Optimize Inventory Management:

Maintain an ideal stock level by analyzing fast- and slow-moving items. Reduce overstocking of low-demand designs and focus on high-turnover products to improve cash flow.

2.Enhance Purchase Planning:

Use historical purchase data to negotiate better rates with suppliers during peak seasons and minimize unnecessary bulk buying during slow periods.

3.Improve Sales Strategy:

Identify top-selling items and customer segments. Run targeted promotions and loyalty programs based on customer preferences and peak buying periods.

4.Digitize Records and Reporting:

Shift to a structured digital system for real-time sales, inventory, and purchase tracking. This reduces errors and improves decision-making with better visibility.

5.Forecast with Data Insights:




Use trend analysis to forecast demand, plan festive-season collections, and avoid last-minute stockouts or surplus.

Conclusion

Ajay Prasad Jewellers, despite being a trusted local business, faces challenges due to seasonal demand, weak marketing, and inventory mismanagement.

Through this project, I identified key issues using sales and inventory data, and proposed actionable solutions focused on data-driven strategies.

With proper planning, digital tools, and targeted marketing, the business can:

-  Stabilize sales throughout the year
-  Improve profit margins
-  Achieve long-term, sustainable growth

THANK YOU 