

EXECUTIVE SUMMARY - WONDERMARKET

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Top 5 vs. Bottom 5 Store Performance

Key Insight: Top-performing stores generate significantly higher revenue and sales quantity due to effective localized promotions, an optimal product mix tailored to local preferences, and efficient inventory management. Bottom-performing stores face challenges like **Liverpool, Islington, Wimbledon** etc inconsistent supply chain management, leading to stockouts of popular items and reduced customer satisfaction.

Action Point: Replicate successful practices from top stores and address challenges in bottom stores through targeted strategies.

Regional Growth Opportunities

•**Key Insight:** **Manchester and Leicester** show high potential for new store openings due to robust economic growth, high population density, and a rising preference for sustainable retail options.

•**Action Point:** Focus on these regions for expansion and increased marketing efforts.

Top 5 Products for New Stores

•**Key Insight:** Products in categories like **Organic Foods, Eco-friendly Household Items, and Fresh Produce** are consistently among the top-performing in terms of both sales volume and profit margins.

•**Action Point:** Stock these products strategically in new stores and promote them to align with sustainability goals.

•Align promotions and marketing efforts with Wondermarket’s sustainability goals to attract eco-conscious consumers. Implement targeted campaigns that emphasize the health and environmental benefits of these products.

•In regions with a strong demand for sustainability, launching loyalty programs or community events can further boost store performance.

Recommendations

•**Key Insights:** Improve underperforming stores, optimize supply chain management, and target promising regions for expansion.

•Analyze the sales data to identify specific supply chain bottlenecks or demand mismatches in underperforming stores.

•Optimize supply chain logistics by investing in technology for better demand forecasting and inventory planning.

•Focus on expanding in high-revenue regions such as **Midlands** and **London**, where there is evident growth potential.

•**Action Point:** Implement these strategies with a clear timeline and involve key stakeholders.

Next Steps

•**Summary:** Outline critical next steps such as further analysis, data collection, and the timeline for rolling out recommendations.

•Further data analysis, Supply chain assessment, Pilot programmes, Feedback loop and exact timeline for rollout also needs to be considered.

