

Movit Stock Movement

Summary – February 2025

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FINDINGS

- The total available stock fluctuated significantly throughout February 2025. The lowest recorded stock was on February 1st (10,813 units), while the highest was on February 29th (29,124 units). Despite fluctuations, stock levels showed an overall upward trend towards the end of the month.
- The most significant drop in stock quantity occurred on February 23rd (-11,155 units), possibly due to a large bulk sale, stock transfer, or supply chain issues. The most significant increase happened on February 17th (+15,730 units), likely due to a major restocking event.
- Some products were consistently unavailable throughout February 2025, including MOVIT BLOWOUT 500G, MOVIT BRAIDS SPRAY 250ML, MOVIT HAIR TREATMENT (150GM & 250GM), and others. Their absence may indicate discontinued production, inventory mismanagement, or low demand.
- Stock movement showed significant fluctuations rather than a stable trend, with notable increases and drops around February 9, 15, and 23, possibly due to high sales or supply challenges. Regular restocking was evident after these drops.
- Sales by region showed that Nairobi led with the highest sales (168,126 units), followed by Rift Valley, Coast, Western, Mountain, Nyanza, and Eastern (24,171 units, lowest). This indicates stronger sales in urban and densely populated areas, with Nairobi leading by a wide margin.

RECOMMENDATIONS

- **Strengthen Inventory Management:** Maintain a strong watch over stock from large drops to avoid shortages.
- **Probe Unavailable Goods:** Verify whether those items that are always sold out have been discontinued or need to be put back into stock.
- **Better Supply Chain Management:** Identify causes of fluctuations in stock and put in place timely replenishment.
- **Sales Trend Analysis:** Since Nairobi has the highest sales, consider increasing stock allocation to high-demand regions and investigating the low sales in Eastern to improve market penetration.

CONCLUSION

The analysis highlights key trends in stock movement and sales performance. While stock levels fluctuated throughout February, regular restocking prevented prolonged shortages. Nairobi and other urban regions dominated sales, emphasizing the importance of targeting high-demand areas. Addressing stock inconsistencies and improving inventory management will enhance operational efficiency and sales growth.

THANK YOU!!