Business Analysts

Digital Empowerment Network

Task No. 02
Gap Identification & Reporting

Batch 02
Business Analytics

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GAP ANALYSIS FOR STYLO

1.Objective

The objective of this task is to identify basic gaps in business processes of Stylo.

2.Define the Current and Target States

Current State:

Stylo is a footwear brand with a good market presence. The company currently faces challenges in supply chain efficiency and customer experience etc.

Target State:

Target is to provide efficient supply chain with minimal delays and improved personalized services and post purchase engagement.

3. Identify Gaps Between the Two States

- **Supply chain efficiency gap**

  ### Current State:

  Occasional supply chain inefficiencies lead to stock outs and delayed deliveries, as a result it affecting product availability and customer satisfaction.

  ### Target State:

  A highly responsive supply chain that ensures timely delivery and minimizes stock outs through best inventory management.

- **Customer experience gap**

  ### Current State:

  While in store experience are mostly positive, so there is room for improvement in personalized services and post purchase engagement.

Target State:

A customer experience that is more personalized and efficient, enhancing customer loyalty and encouraging repeat purchases.

4. REPORT

Introduction:

Stylo is a footwear brand, facing some challenges in supply chain efficiency and customer experience. Addressing these gaps will enable brand to achieve its target states.

- **Supply chain efficiency gap**

   ### Current situation:

   Inefficient supply chain lead to stock outs, as a result and delayed deliveries, negatively impacting customer satisfaction.

   ### Suggestion:

   Implement advanced inventory management systems, optimize logistics, and strengthen partnerships with key suppliers to reduce stock outs and ensure timely delivery.

- **Customer experience gap**

   ### Current situation:

   In-store experiences are positive but lack personalization and post-purchase engagement.

   ### Suggestion:

   Train staff on personalized customer service, implement loyalty programs, and enhance post-purchase engagement through follow-up services and offers.

Conclusion:

By addressing these gaps, Stylo can enhance its supply chain efficiency, and customer experience, ultimately achieving its business goals of increased market share and customer loyalty.