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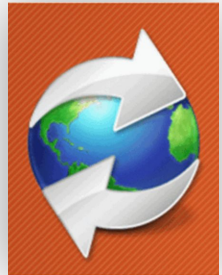
# NORTHWIND'S SALES INVESTIGATION & SOLUTIONS

ONLINE-DS-PT-051319  
Maia Ngo

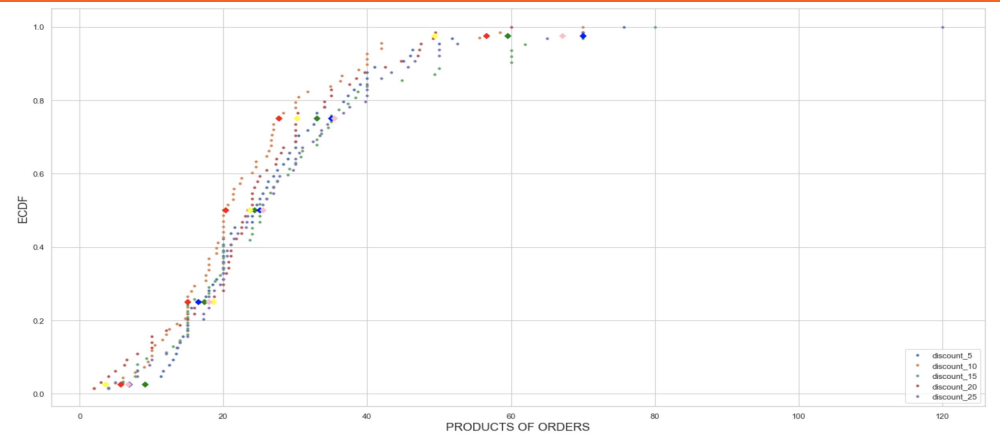
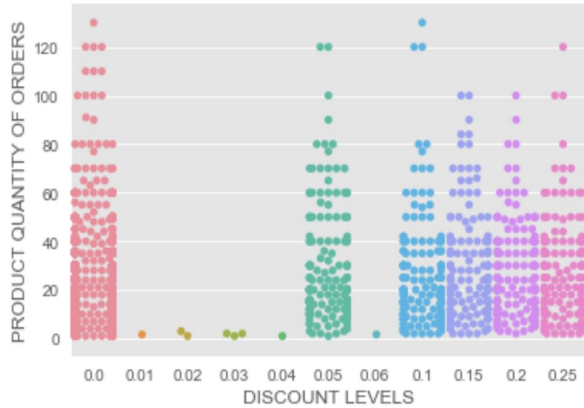
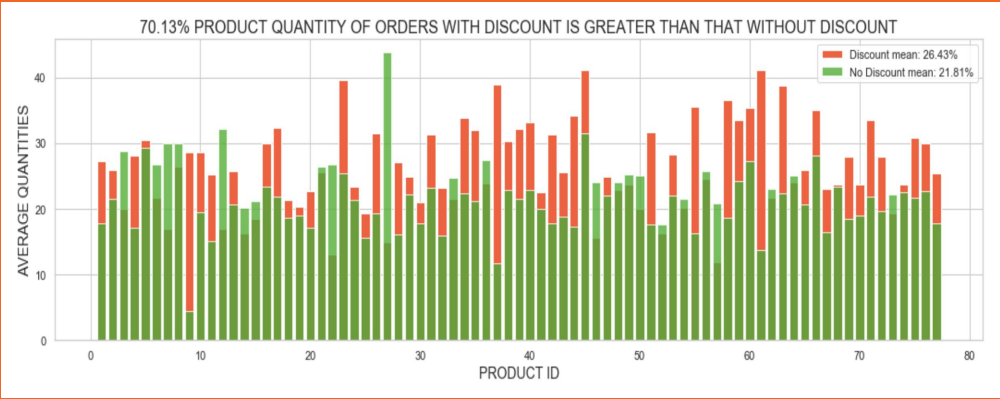
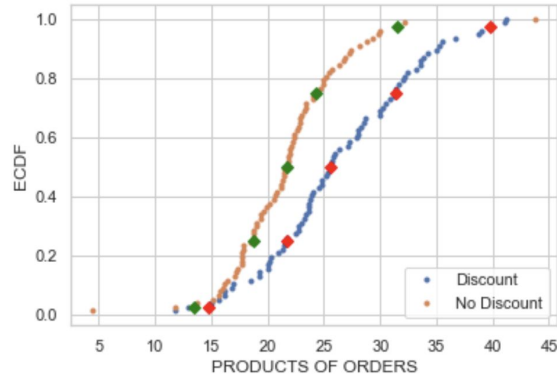
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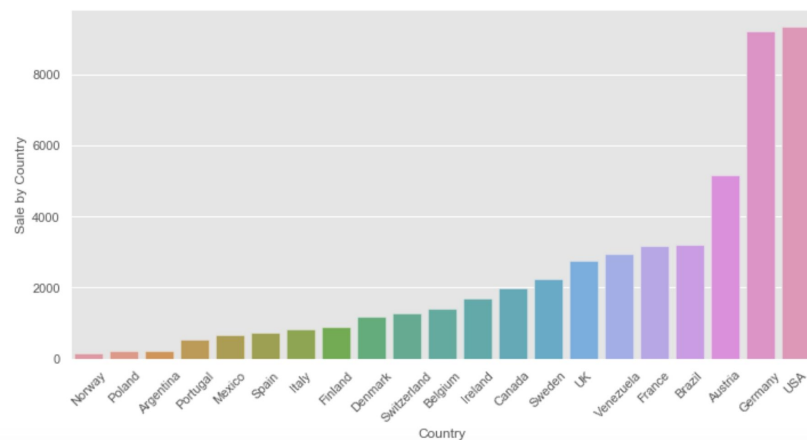
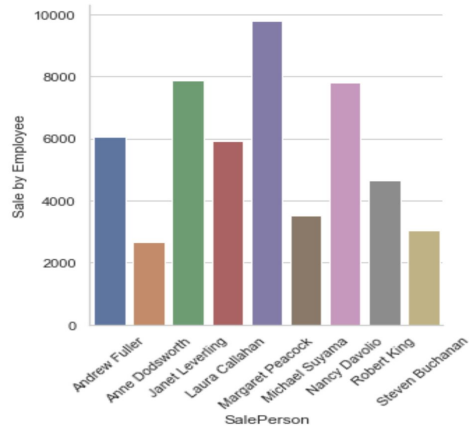
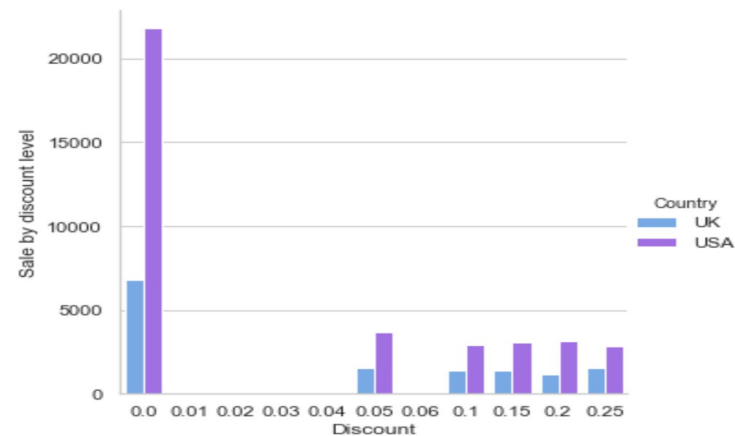
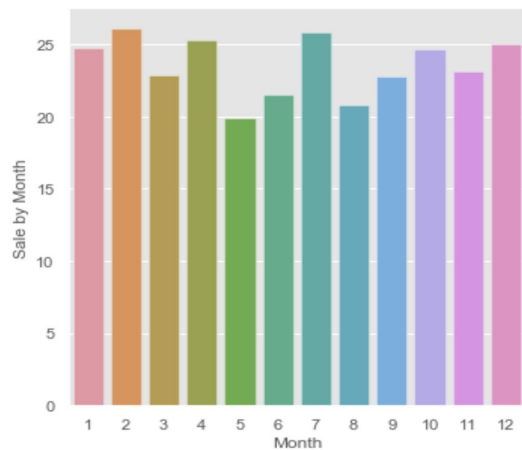
# OVERVIEW

- IMPORTS & EXPORTS SPECIALTY FOODS FROM AROUND THE WORLD
  - 2 BACK OFFICES: UK & USA
  - 9 EMPLOYEES IN SALES DEPARTMENT
  - 77 PRODUCTS ARE DIVIDED INTO 8 CATEGORIES
  - PRODUCTS ARE SOLD TO 21 COUNTRIES.
  - 10 LEVELS OF DISCOUNT : 1%, 2%, 3%, 4%, 5%, 6%, 10%, 15%, 20%, 25%
  - SHIPPER COMPANIES: 3
  - SUPPLIERS: 29 COMPANIES FROM 16 COUNTRIES
- OVERVIEW OF CURRENT SITUATION IN SALES
- HOW TO USE CURRENT SALE DATA TO IMPROVE FUTURE REVENUE



# OBSERVATION





# EXPERIMENTS & TESTING

## SALES BY DISCOUNT

- The discount program increases the product of orders.
- The discount levels effect on the product of order not significantly difference.

## SALES BY COUNTRY

- The sales to 21 customer's countries are totally different in the product of orders.
- Need to check on small sales to see how we can increase it, may be cultures, consumer habits, or shipping, customer demand

## SALES BY MONTH

- There is difference in product of orders between every month.
- we could take more advantages of seasonal events or holiday for sales, we need more effective promotion, right time, right amount.

## SALES BY EMPLOYEES

- There is difference in product of orders between employees.
- Employees need motivation & more challenge
- Besides, marketing training is a need.

## FURTHER STEPS

- Analyze on how effective of discount to products, categories of products
- Check how discount affect on sales by customer-countries
- Investigate for the optimal discount levels.
- Compare sales performance between UK & USA employees.
- Check on shipping time, processing time affect to product of orders
- Compare sales of products difference from different supplier.

# SUGGESTION

## Product demands

Learn customer's product desire; Expand sale to other countries; new promotion strategy: bonus products on orders

## Optimizing SCM

Process time, shipping time, inventory.

## Motivation & Improvement

Increase sales commission, Motivation by challenge & rewards.

## MARKETING

## SUPPLY CHAIN

## EMPLOYEES

## Change

Launching new product, own brand products, new designs especially new package, promotion for holidays or convenient gift

## Purchasing, QA

Purchasing, expand sources & quality control

## Set new target

Set sales targets, sale & marketing training.

**THANK YOU FOR YOUR ATTENTION !**

