

1. Focus on Retaining Customers in Declining Regions

Observation: The number of customers in Shebeen El-Kom and Minuf has decreased significantly.

Action Plan:

- Launch loyalty programs and offer exclusive discounts in these regions.
- Conduct market research to understand customer preferences and challenges.
- Increase marketing efforts, focusing on social media and local advertisements.

2. Boost Product Categories with Lower Revenue

Observation: Electronics contribute 40% of revenue, followed by Furniture (30%) and Clothing (30%).

Action Plan:

- Introduce promotional bundles and seasonal sales for Clothing and Furniture.
- Highlight these categories in marketing campaigns to attract more customers.
- Collaborate with influencers or social media platforms to promote these products.

3. Improve Sales Team Efficiency

Observation: Youssef Gamal is outperforming other salespeople in revenue generation.

Action Plan:

- Analyze Youssef's sales techniques and strategies.
- Conduct training sessions for other sales team members to adopt best practices.
- Set individual and team-based revenue targets to encourage healthy competition.

4. Revive Declining Yearly Revenue

Observation: There is a steady decrease in revenue from 2020 to 2024.

Action Plan:

- Introduce new and innovative products to attract customer interest.
- Explore untapped markets to expand the customer base.
- Implement seasonal promotions or limited-time offers to boost short-term revenue.

5. Optimize Regional Strategies

Observation: Tanta has the highest revenue among regions.

Action Plan:

- Study the strategies implemented in Tanta that led to higher revenue.
- Replicate successful initiatives in underperforming regions such as Quwaysna.
- Tailor marketing campaigns to address the specific needs of each region.

By implementing these recommendations, the business can address current challenges, capitalize on opportunities, and achieve sustainable growth in the coming years.