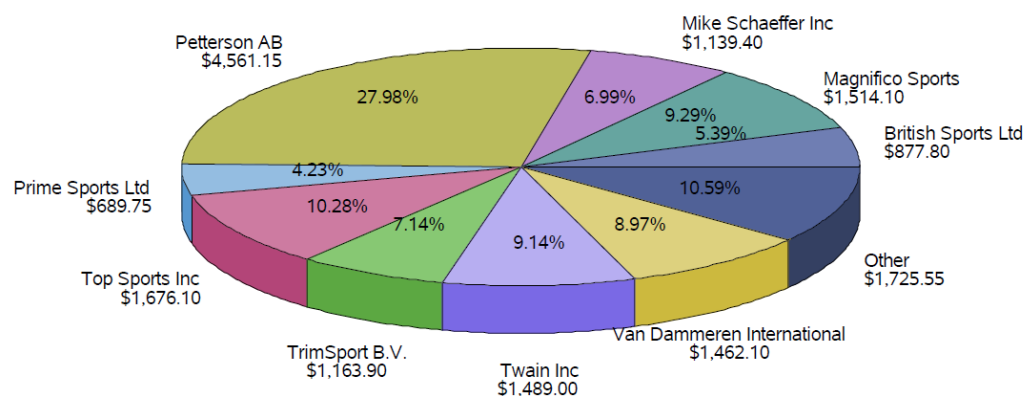


4.1 Scenario 1: The purchasing department is investigating our suppliers to identify the best suppliers.

	SUM_of_Profit	SUM_of_Product_ID	Supplier_Name	Product_Name
1	\$1,660.65	690302100027	Petterson AB	Family Holiday 6
2	\$1,578.50	920402800032	Petterson AB	Family Holiday 4
3	\$1,322.00	920402800044	Petterson AB	Hurricane 4
4	\$1,139.40	240200200013	Mike Schaeffer Inc	Master Golf Rain Suit
5	\$946.40	240200100173	Van Dammeren Internat.	Proplay Executive Bi-Metal Graphite
6	\$877.80	240400200097	British Sports Ltd	Smasher Tg 70 Tennis String Roll
7	\$850.65	240300300090	Top Sports Inc	Top R&D Long Jacket
8	\$825.45	240300300070	Top Sports Inc	Top Men's R&D Ultimate Jacket
9	\$809.80	240200100076	Twain Inc	Expert Men's Firesole Driver
10	\$758.40	480200800258	Magnifico Sports	Rollerskate Roller Skates Sq9 80-76mm/78a
11	\$755.70	720301200294	Magnifico Sports	Rollerskate Roller Skates Ex9 76mm/78a Biofl
12	\$689.75	460201000052	Prime Sports Ltd	Trekking Tent
13	\$679.20	480200800086	Twain Inc	Perfect Fit Men's Roller Skates
14	\$602.60	230100200025	Toto Outdoor Gear	Feelgood 55-75 Litre Black Women's Backpack
15	\$600.20	240300100032	TrimSport B.V.	Letour Trimag Bike
16	\$569.70	240800100074	Mayday Inc	Mayday Soul Pro New Tech Ski Jacket
17	\$563.70	240300100028	TrimSport B.V.	Letour Heart Bike
18	\$553.25	480400400120	HighPoint Trading	Eagle Windstopper Knit Neck
19	\$515.70	720600300354	Van Dammeren Internat.	Hi-fly Intrepid Stand 8 Black

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Top Suppliers to Seaman



Suppliers play an important role in a business, not only in terms of greater profitability or lower total expenses in the long run, but also in terms of providing insight into a trustworthy partner

with which to do business. The top suppliers and profit made from the product they supplied are seen in the SAS bar chart. This means that buyers were pleased with the product's quality, price, and value. Petterson AB, Top Sports, and Magnifico Sports all made a profit of \$4,561.10, \$1,676.10, and \$1,514.10, respectively, are the top three suppliers to Seaman in that order. These suppliers account for almost 48% of the profit generated by the company's main product; it will be advantageous for Seaman to lock them in for a long period, pay them on-time, build lasting relationship, since losing them to competitors might make it difficult for Seaman to retain customers who buy their products.

Because they have proven to be trustworthy and have a good client record, seamen may give them a long-term contract. This might also make suppliers feel at ease, leading to the delivery of poor goods. It is critical to impose a penalty on the long-term contractual agreement. Additionally, a positive connection should be maintained by transparency, timely payment, efficient communication, and the exchange of pertinent information such as the performance of the product they provided. To foster healthy competition among top suppliers, Seaman can give incentives in the form of completely paid travel expenses for the top 5 suppliers yearly.

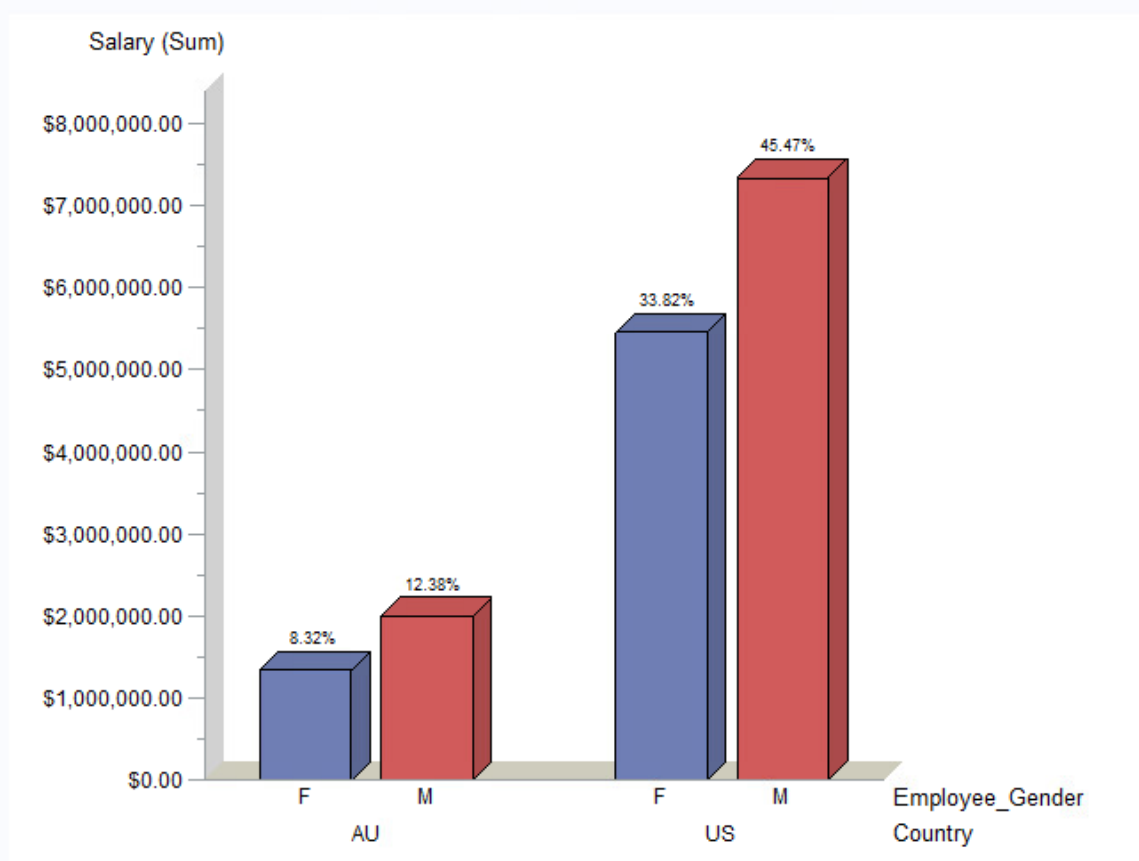
As an organisation's connection with its supplier grows, so does its communication. Like any relationship, as the collaboration evolves, the supplier will have more insights on the organisation operations and adapt to how it will improve service efficiency. Order difficulties will be minimised probable, and if they emerge, the company's close association with its supplier will allow problems easier to manage. Low-performing suppliers' contracts may be cancelled and transferred to Petterson AB, allowing low-performing suppliers to be more inventive and adhere to quality requirements. Seaman should also conduct research on suppliers before doing business with them to assess risk. To mitigate uncertainties, this research might focus on suppliers' capacity, delivery time, and quality. Investing in technology will allow Seaman to select the best supplier for their requirements and follow suppliers to swiftly uncover trouble points using easy-to-understand data.

4.2 Scenario 2: The HR department has been tasked with investigating Seaman workers to see if they are inclusive and diverse, as well as the income obtained depending on the employees' demographics.

Variable	Label	Value	Frequency Count	Percent of Total Frequency
Employee_Gender		M	233	54.9528
		F	191	45.0472

Variable	Label	Value	Frequency Count	Percent of Total Frequency
Country	Country	US	316	74.5283
		AU	108	25.4717

Employee Salary by Gender and Country



Globalization has recently created chances for a more diverse workforce, as well as an acknowledgment of diversity as a vital and basic part of empowerment. Seaman has operations in seven countries: the United States, Germany, Canada, Turkey, Israel, South Africa, and Australia. However, based on the analysis of Seaman employees, the company does not have a diverse and inclusive staff, as the employees are primarily from Australia (108 employees, or 25.47 percent) and the United States (316 employees, or 74.5 percent of the workforce). This is damaging for the company's reputation since it gives the impression that Seaman does not provide or support equal chances for prospective workers from all backgrounds who match our hiring requirements. Diverse talent is critical for Seaman to acquire and retain because they offer their own set of innovative ideas, a broader variety of skills, boost our company's reputation, and increase engagement.

The failure of Seaman to embrace diversity in the workplace is a missed opportunity, and its leaders must consciously accept workplace changes because of globalisation, technology, and diversity by ensuring that unintended bias is recognised by the Human Resources team in charge of hiring, which has implemented organisation policies to encourage inclusion and diversity and educating management on the primary goals and benefits of diversity and inclusion. Because most freshly graduated overseas students will not apply for graduate positions if visa sponsorship is not available, a sponsorship licence should be secured. This practice will enable Seaman to have a mix of employees from various nations. This can lead to corporate development in other nations, as the newly hired varied personnel will be a driving force and will be able to advise the company on how to gain and keep customers in that region. In a worldwide world, increased flexibility, and adaptability, particularly in market penetration, would help Seaman to better service consumers in various nations and languages, as well as expand the company's ability to conduct business on a larger geographical scale. Increase cultural awareness while reducing perceived cultural bias.

Diverse teams may solve problems quicker than cognitively similar persons, resulting in improved innovation and speedier problem-solving for the company (Reynolds and Lewis, 2017). When it comes to making corporate judgments, up to 87 percent of the time, diversified teams outperform single decision-makers. This will result in more profit, better recruiting outcomes by recruiting outstanding talent from a variety of talent pools, and a stronger brand reputation. Because the company has a diverse staff, it is easier for a broad range of consumers to connect with the organisation and its brand, allowing access to new markets, customers, and business associates. Employees will feel more welcomed and valued because of the diversity and inclusion, and they will be happier and stay longer and lower employee turnover rates.

Similarly, the analysis discloses the number of male (233, 54.95%) and female (191, 45.0%) employees in the company, as well as their salaries. In the Seaman workforce, there is a gender imbalance with more male than female employees, this might damage teamwork and reputation. To combat this and improve the company's positive value, HR should make a longer shortlist in the recruiting process, especially in male-dominated companies like Seaman, and eliminate the gender pay gap, which is reflected in the salary earned (Australia: Female: \$1,324,140.00, 8.32%, Male: \$1,997,325.00, 12.38% of salary; US: Female: \$5,455,800.00, 33.82%, Male: \$7,334,335.00, 45.47% of the total salary). Even if the salary discrepancy is proportional to the employee's gender count, the company must be transparent about compensation to ensure that women in comparable jobs are not paid less.

Additionally, when hiring, Seaman can utilise skill-based assessments and structured interviews to decrease the possibility of unfair bias and prioritise work-life balance. This will increase profitability since women have a significant influence on purchase decisions that will improve organization success, and a better representation of our consumers.

4.3 Scenario 3: Customers from the Seaman internet/catalog are being investigated.

Analysis Variable : Customer Age Customer Age				
Customer Country	Customer Group Name	Customer Age Group	N Obs	N
AU	Internet/Catalog Customers	61-75 years	10	10
	Orion Club Gold members	46-60 years	17	17
	Orion Club members	31-45 years	64	64
		46-60 years	11	11
		61-75 years	27	27
CA	Internet/Catalog Customers	31-45 years	3	3
	Orion Club Gold members	15-30 years	5	5
		31-45 years	5	5
		46-60 years	5	5
	Orion Club members	15-30 years	19	19
DE		31-45 years	8	8
		46-60 years	5	5
		61-75 years	5	5
	Internet/Catalog Customers	61-75 years	25	25
	Orion Club Gold members	15-30 years	6	6
IL		31-45 years	13	13
		61-75 years	9	9
	Orion Club members	31-45 years	5	5
	Internet/Catalog Customers	46-60 years	3	3
	Orion Club Gold members	15-30 years	2	2
TR		31-45 years	9	9
		46-60 years	5	5
	Orion Club Gold members	15-30 years	5	5
	Orion Club members	15-30 years	2	2
		31-45 years	17	17
US		61-75 years	2	2
	Internet/Catalog Customers	31-45 years	17	17
		46-60 years	18	18
	Orion Club Gold members	15-30 years	57	57
		31-45 years	37	37
ZA		46-60 years	13	13
	Orion Club members	15-30 years	60	60
		31-45 years	49	49
		46-60 years	25	25
		61-75 years	29	29
	Orion Club Gold members	15-30 years	4	4
		31-45 years	6	6
	Orion Club members	15-30 years	12	12
		46-60 years	3	3

The most active age group on the internet is 15-30 years and they were not registered among

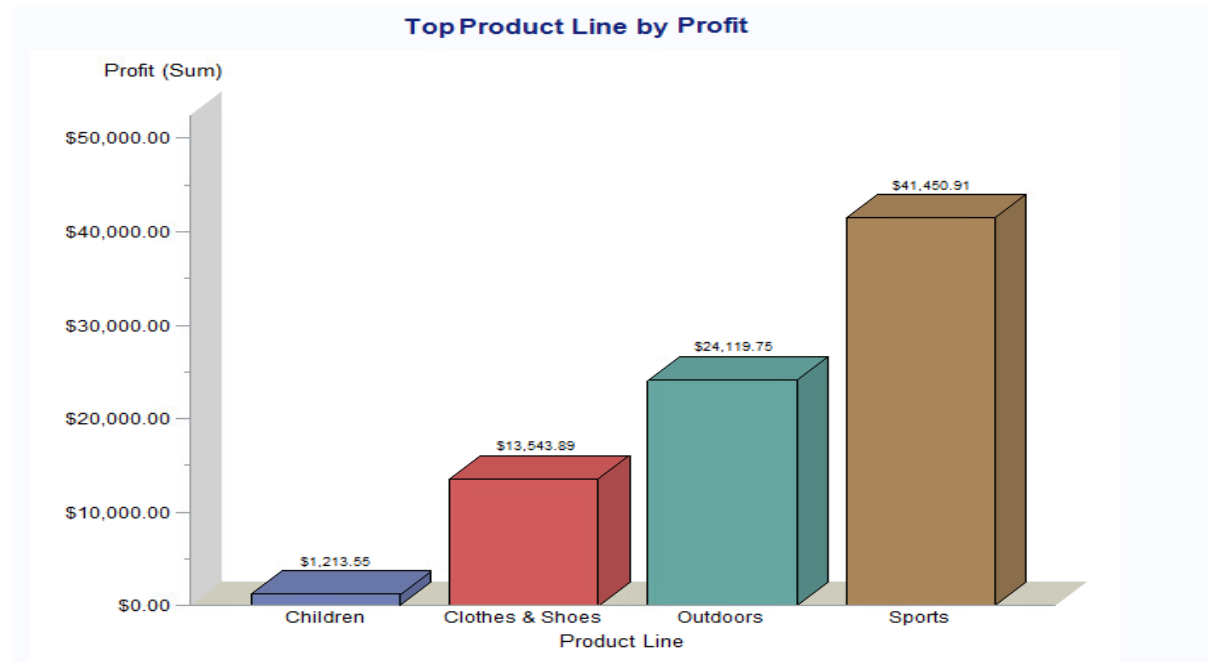
the internet/catalog customers, nor did they exist in Turkey or South Africa, according to orders made by the Seaman customer group between January 2010 and December 2014.

This could be due to a poor marketing strategy, especially due to covid-19 when customers are shifting to online shopping. On the internet/catalog category, Seaman must improve the number of consumers for its survival because purchases are provisionally made online due to travel restrictions.

Hosting a charity event to raise brand recognition in these nations, particularly in those with a limited number of internet/catalog customers, and attempting to advertise the company's goods on mainstream channels like YouTube and twitter will lead to business success. Top athletes' promotional offerings can boost brand awareness and have a positive influence on their supporters. New customers will be attracted to a user-friendly website.

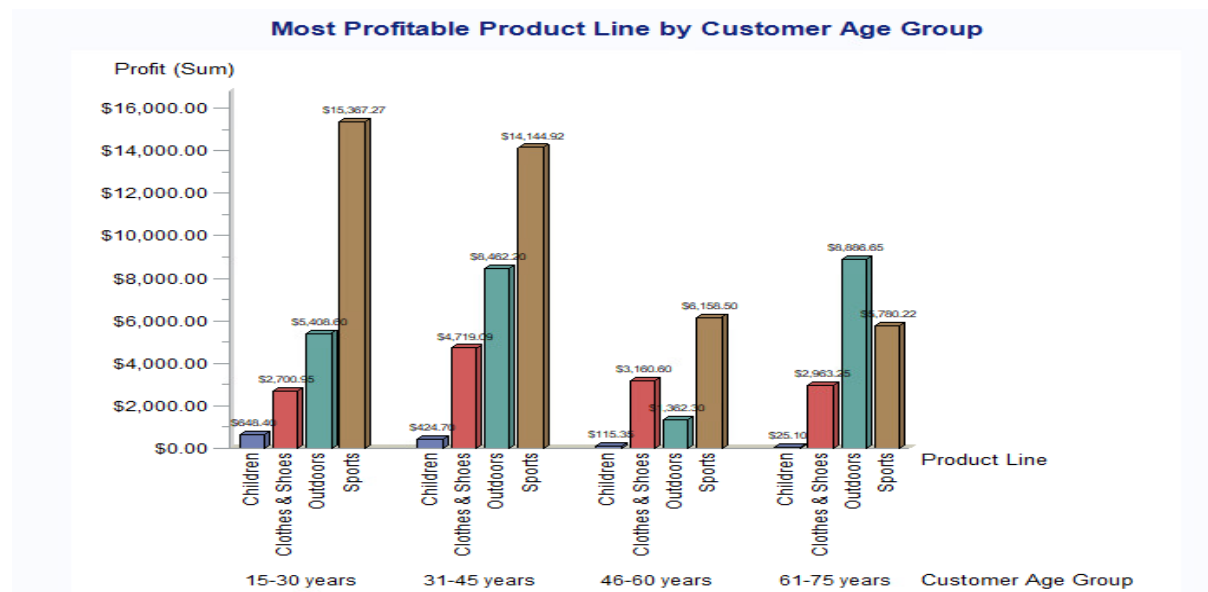
Online sales will be boosted by free delivery offers and timely special discounts. The availability of numerous payment alternatives will simplify the purchasing process. Because product packaging influences consumer purchasing decisions, investing in high-quality product photography will appeal to potential customers and promote favourable feedback on our items.

4.4 Scenario 4: Top management at Seaman is evaluating business performance to make strategic investment decisions.



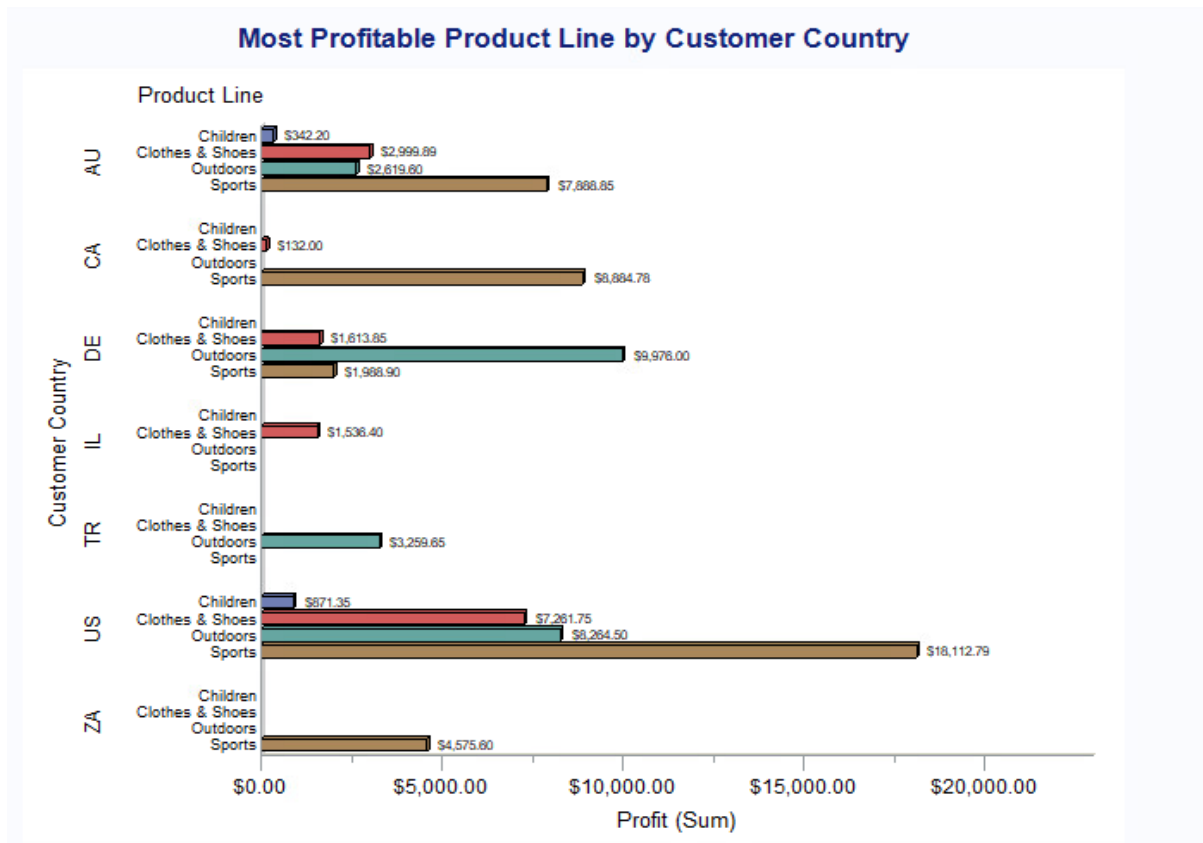
Sports is the most profitable product line, with an estimated profit of \$41,450.91, or 51.60 percent of the overall profit, followed by Outdoors, with a profit of \$24,119.75, or 30.03 percent of the entire profit. Children product line generates the least profit for the business, and

Seaman can therefore limit the investment on children product line and target more profitable Sports and Outdoors product lines.



Across the customer age group, there is a significant profit generating from the Sports product line. However, the biggest consumers of Sports product line are customers aged 15-30 years and 31-45 years. As a business choice, Seaman may gain more by investing in Sports product line that target customers aged 15-45 years. If the firm targets all consumer age groups except 46-60 years, where financial performance is low, an investment in Outdoors will produce a decent return on investment. Across the available customer age bracket of 15-75 years, children's clothing generates the least profit. This is because the product line must appeal to the target market; on the other hand, the children's product line, despite its poor performance, has its highest profit in the 15-30 years age group (\$648.40). As a result, the company can either (1) stop selling children's product line and concentrate on or add to existing product lines that appeal to the target market, such as Sports and Outdoors, or (2) target another age group 2 months to 14 years, which will appeal to the children product line market and increase profitability. To attract this target market, an incentive or advertisement might be run.

Clothes and shoes earned the maximum profit for Seaman between the ages of 31 and 45, totalling \$4,719.09. As a result, the company may solely target this age group for clothing and shoes. Customers with recurring buying patterns may be targeted with customised adverts since their average order value is larger, making them more valuable and easier to persuade.



After evaluating the profit performance of the Sports product line, the significant distribution is across nations, except for Germany, where Outdoors exceeds Sports product lines by almost \$8,000.00. The business can therefore invest more in Outdoor to improve the customer demand in Germany and increase their revenue stream.

Because the customers of the topmost profitable product lines are likely to be attracted by competitors, the organisation can construct a customer portfolio to assist build a sustainable and better connection with them and retain them.

United States has the greatest cumulative profit of \$34,510.39, followed by Australia \$13,768.55 and Germany \$13,580.75. In nations such as Canada and South Africa several product lines such as children and outdoors are either not available or do not create any profit. To avoid spending resources on services that will bring little to no return on investment, Seaman can terminate its operations in Israel.

Ultimately, Seaman can focus only on the specific products and countries that carries the highest gross profit. Focus on product lines like clothes and shoes, sports and outdoors in USA, Australia and Germany will be beneficial to the organisation. Alternatively, an investment in outdoors in Canada will be a winning move. Seaman can also locate new lucrative consumers by using digital or word-of-mouth marketing to target new customers that share the same profile as the existing best customers, leveraging distributor arrangements, and identifying dead

inventory to prevent shipping obsolete items to customers. To be competitive and profitable over time rather than merely survive in increasingly competitive marketplaces, Seaman company leaders must be strategic rather than reactive.