

BUSINELLYTICS





BRUTE FORCE

TEAM MEMBERS

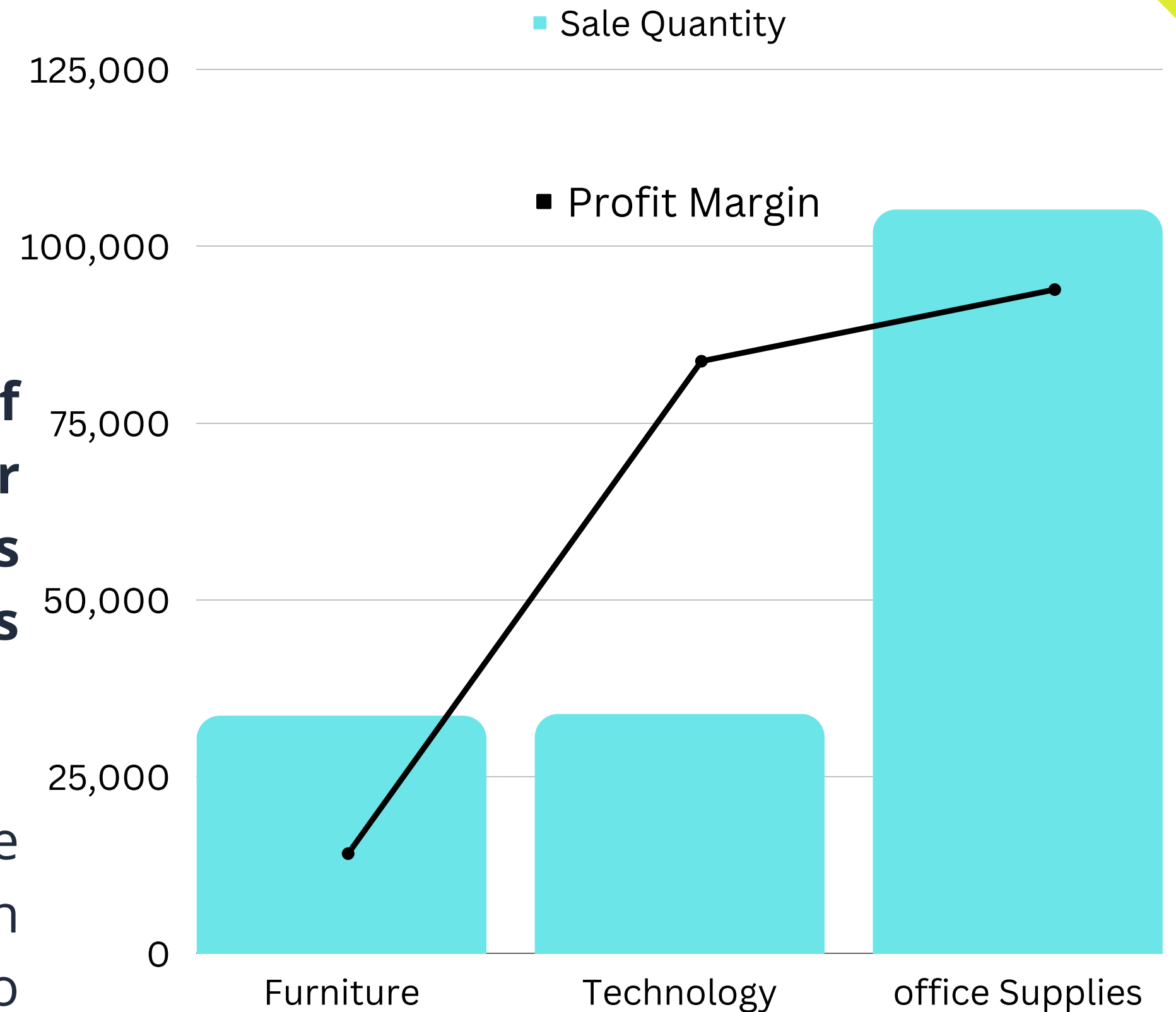
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LESS PROFIT MARGIN IN FURNITURE BUSINESS

Furniture is a category which consists of about 20% of total quantity of order which the company receives, but sales margin in this category is 5-6% as compared to 12-15%, overall.

Solution :

Thus to increase profit in this category we need to shift our supply unit to China which will not only reduce the cost price but also will help to establish business in South Asian countries.

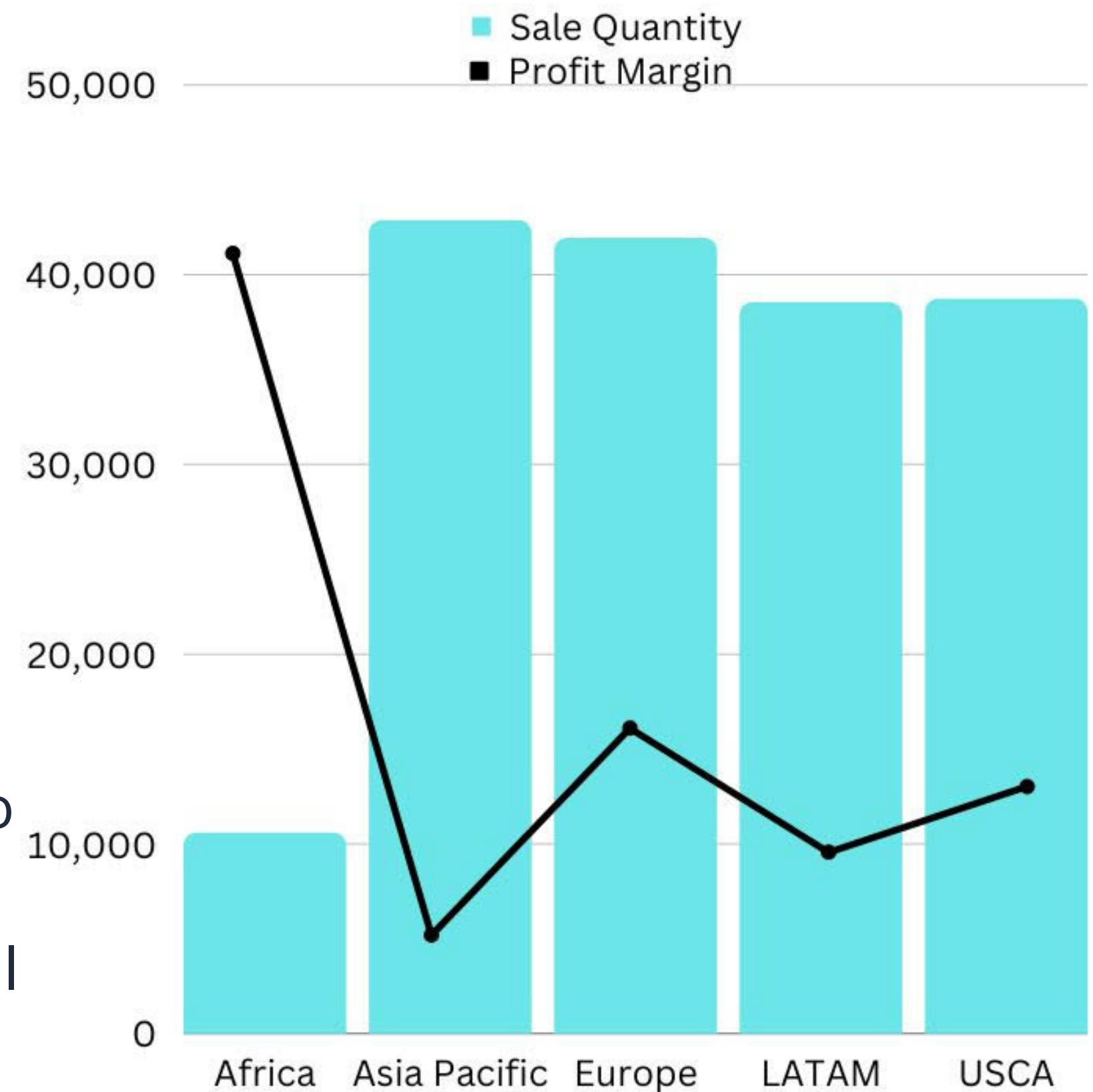


HIGH PROFIT MARGIN BUT LOW SALE QUANTITY IN AFRICA

In certain African countries the profit margin is very high as compared to other areas but sales quantities are very low.

Solution :

To handle this problem we have to lessen our profit margin to lure more consumers to buy our products and hence, capture more market and increase our overall sales as well as our profit will increase.



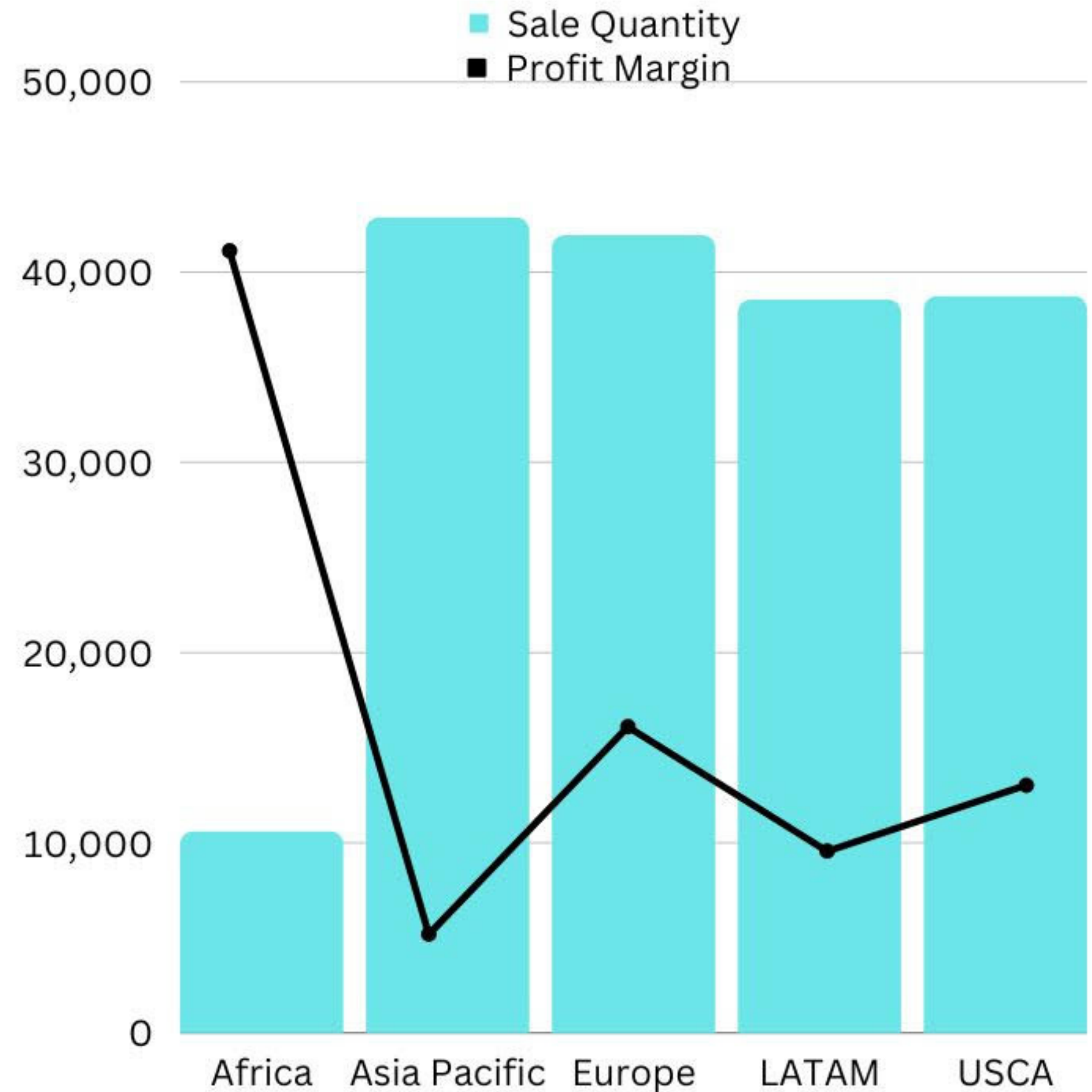
LOW PROFIT MARGIN IN ASIA-PACIFIC

In Asia-Pacific countries we are getting a good amount of orders but profit margin is very less instead of being one of the largest markets

Solution :

We need to set up some of our supply units and launch our business in the untouched areas of this region like India.

China have huge profit margin but sale are very low as compared to other countries. China is a huge populated country. We should give a furious and profitable discount so that we can attract more buyers there.



THERE ARE CERTAIN COUNTRIES WHERE THE COMPANY IS IN LOSS, EVEN THOUGH WE ARE PROVIDING HIGH DISCOUNTS BUT OUR THE ANNUAL SALE IS NOT INCREASING....

If we wind up our business in those countries, e.g. Zimbabwe, we will not suffer a major consumer loss and we will also lessen our loss.

Another solution may be to replan the whole business model in those countries.

THERE ARE SOME PRODUCT WHERE WE ARE FACING HUGE LOSSES.....

Products like Cubify , CubeX 3D printers, few Apple products like speakers, headphones etc. We need to talk to the company to reduce our cost price, or if they don't agree then we may stop the supply of those products

