Assume you are working on a business project that has tasked you with finding a way to increase revenue across one product line by 5%. You are welcome to create the product line if it helps complete the assignment, but this is not required. Create a list of 10 questions you would ask the stakeholders and SMEs to solicit the input needed to initiate this project.

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I am taking an example of an Agriculture equipment company that wants to find a way to increase the revenue by 5% of its Small Parts line sales.

Small Parts lines consist of small parts in size 5 X 5 X 5 (like nut bolts, switches, bulbs, small machine mechanical parts.

Question to Business & SME:

1. How much percent of parts are sold by dealers and retailers
2. Percentage of Active dealers and retailers
3. What is the turn around time to deliver ordered goods to dealers and retailers
4. Do we have an ad campaign in place to promote original parts?
5. Do you have any past report/data related to impact in sales from promotional offers to dealers and retailers
6. In the past, have you found any fluctuations in parts demands due to sessional cycles?
7. At present, what are the minimum limits for dealers to stock the products
8. Are you using any IT data warehouse or big data system to store history records
9. Do you have any past report/data related to impact in sales from promotional offers to dealers and retailers
10. Need high-level information on competitor parts and differences in its product cost
11. In the past, have you found any fluctuations in parts demands due to sessional cycles?
12. Currently how we are forecasting procurements from the vendor
13. Looking for information on the percentage of faulty returns parts
14. Geography-wise parts sales details or highlights (sales by state, counties & countries)
15. Geography-wise equipment sales details or highlights (sales by state, counties & countries)
16. Geography-wise retailers and dealers counts, and high-level sales details
17. Looking for detail of percentage-wise sales splits for small parts (last five years)