

# The Discount Dilemma

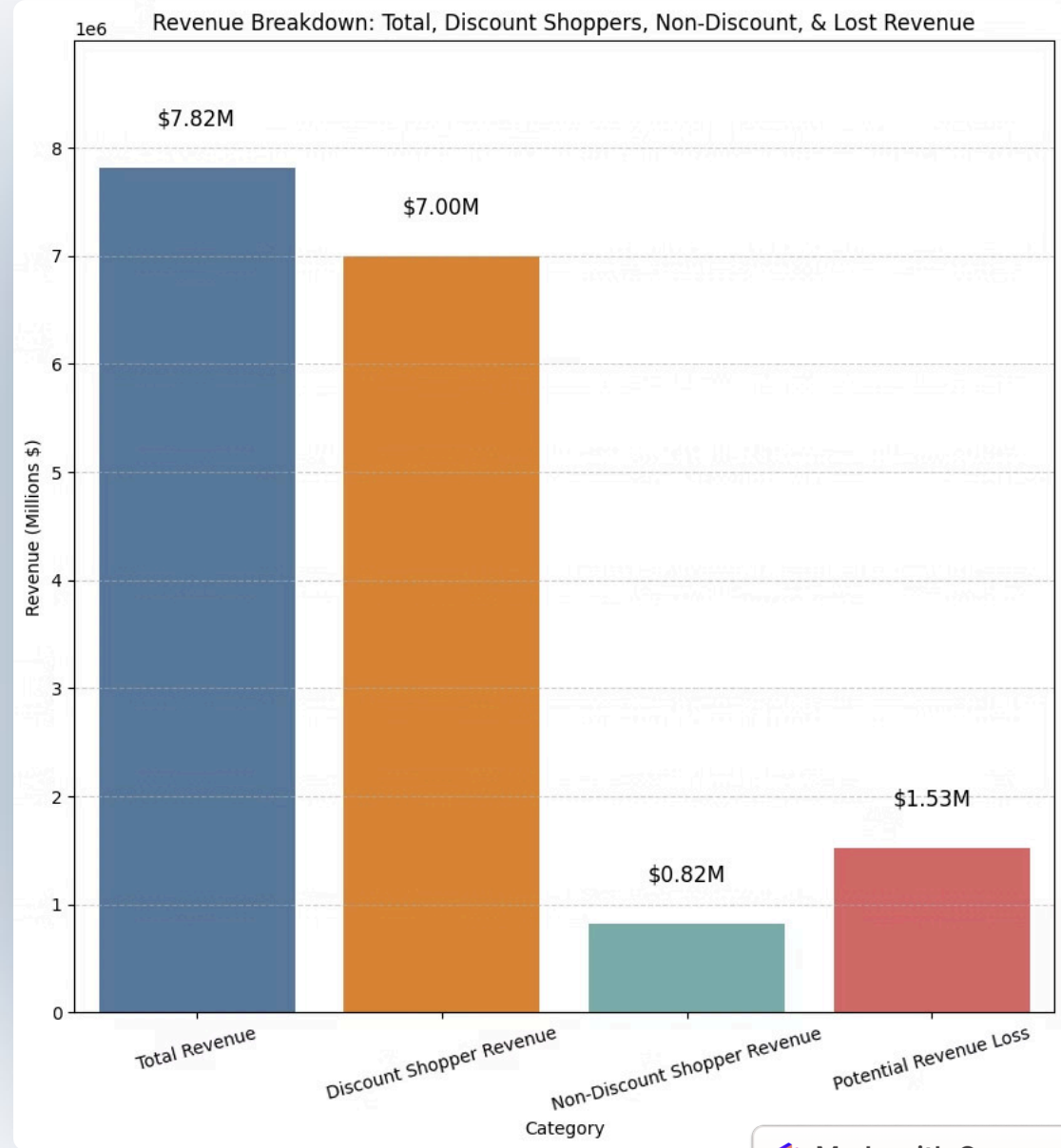
Marketing views discounts as a growth driver, while investors are concerned about declining revenue and favor a quality-focused strategy over price competition.

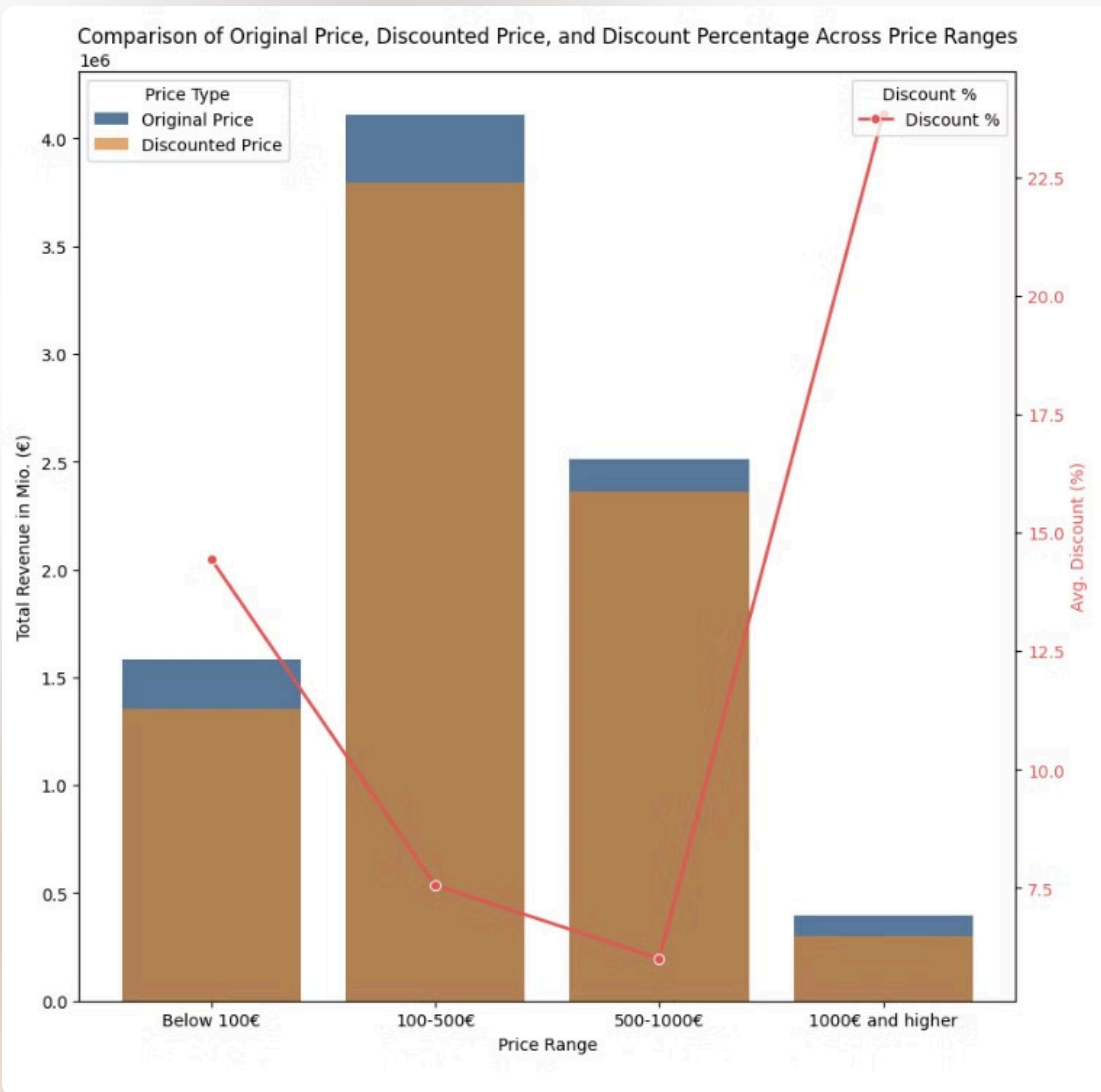
DS39: Könül, Katharina, Puyan & Anthony



# Core Customer Base

- 1 Discount shoppers make 89,5% of our revenue
- 2 Buy only discounted products and shop during sean sales
- 3 Company's premium positioning doesn't align with customer base





# Discount Status Across Price Segments

## Current Discounts

21% average discount across products

discounts vary across price ranges and categories

## Growth Opportunities

Reduce discounts in lowest and highest price ranges

# Strategic Discounting



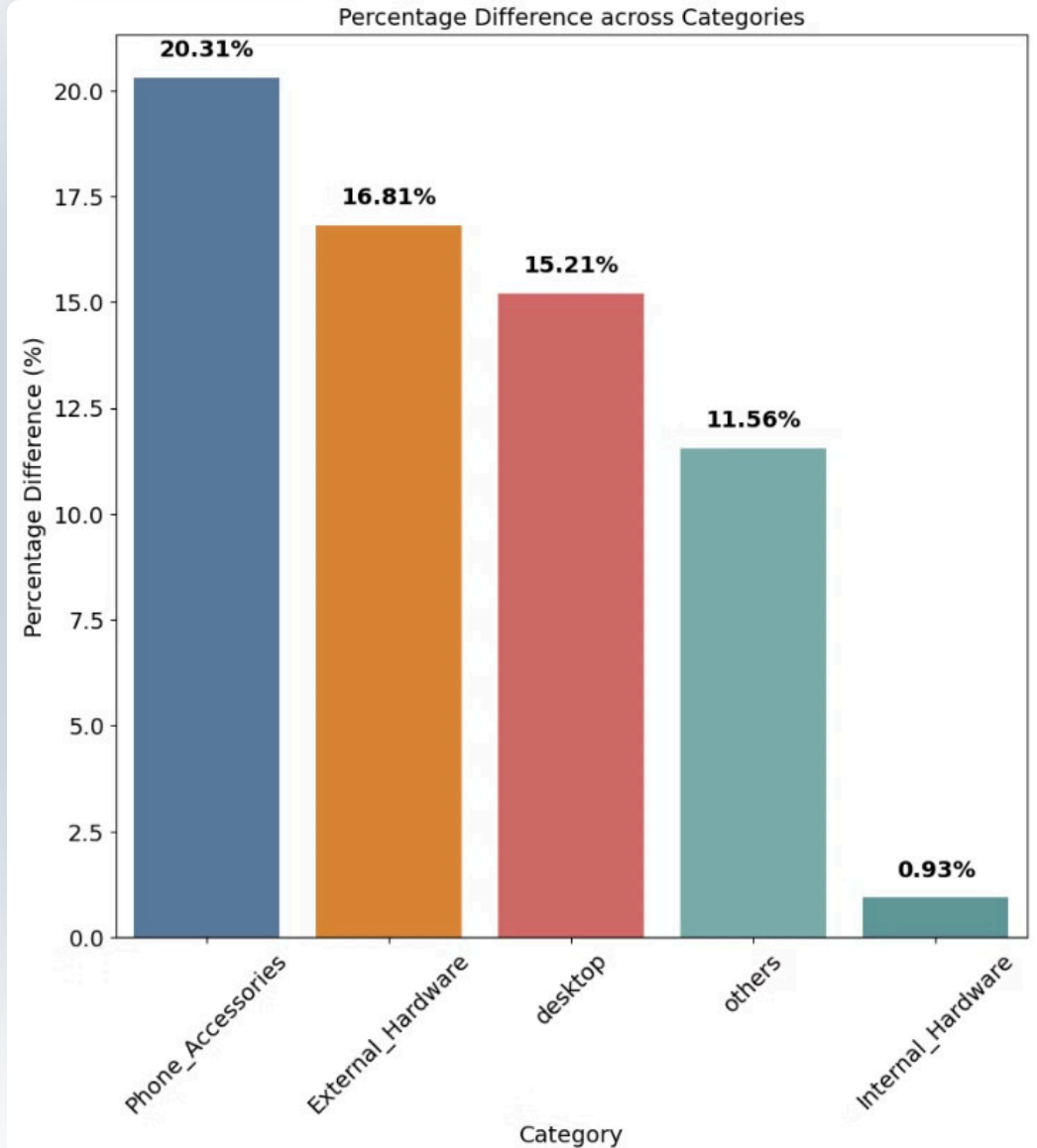
Reduce discounts on higher priced items

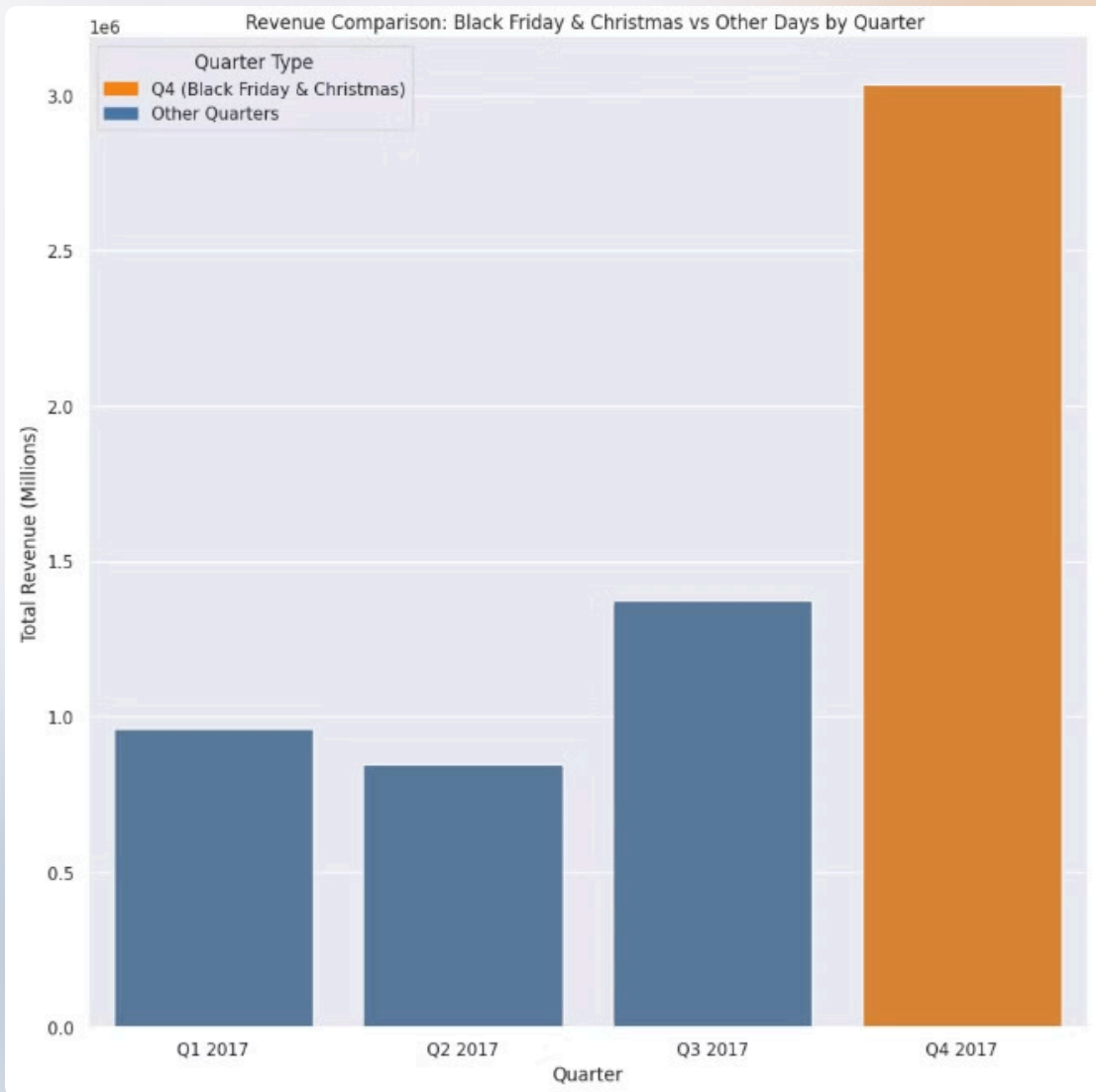


Maintain discounts in the mid range



Reduce discounts in the lower range





# Seasonal Sales Discounts



## Season

Implement seasonal discount strategies based on inventory and demand cycles



## Black Friday

Strategic limited-time offers on select product categories



## Holiday Season

Bundle promotions and tiered discounting to maximize holiday sales





# Improved data collection effective

- 1 Periodical Comparison
- 2 Clear Products Categorization
- 3 Discount Data
- 4 Clear Revenue Expectations

# Final Recommendation

- 1 Reduce Discounts in High and Low Price Segment
- 2 Add Seasonal Discount Promotions
- 3 Improve Data Collection