

REVITALIZING ZESTMART: CRAFTING A FUTURE- READY RETAIL STRATEGY

Team - *Alpha*

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ZESTMART'S CORE CHALLENGES

- **Digital Weakness**

10% digital revenue vs. 55% (Amazon). Current mobile application lacks personalization, & customer retention is significantly lower than industry benchmarks.

- **Supply Chain Bottlenecks**

15% stockouts, 8-day fulfillment. Inefficient inventory management and lack of predictive analytics lead to frequent shortages & longer delivery times.

- **Employee Resistance**

18% turnover, low training investment. Resistance to new technologies and poor career growth opportunities hinder operational efficiency.

- **International Struggles**

Spread thin across markets, limited brand awareness outside India, difficulty adapting to regional consumer behaviors.

- **Sustainability Gap**

Competitors leading eco-friendly initiatives, while ZestMart lacks a structured approach to sustainability.

OPTIMIZED STRATEGIC PRIORITIES

- **Digital First Approach (₹350 Cr.)**
 - AI-driven personalization & loyalty programs.
 - App & website revamp to improve UX.
 - Strategic digital marketing (influencers, AI-based ads).
 - Goal : *Digital revenue 10% → 25% in 3 years.*
- **Lean Supply Chain Optimization (₹250 Cr.)**
 - AI-powered demand forecasting to reduce stockouts.
 - Last-mile delivery partnerships instead of new warehouses.
 - Goal : *Stockouts 15% → 5%, order fulfillment 8 → 3 days.*
- **Employee Upskilling & Retention (₹100 Cr.)**
 - AI-powered training platform (cost-effective).
 - Performance-linked incentives for store & warehouse staff.
 - Goal : *Reduce attrition by 6%, increase productivity.*
- **Strategic International Focus (₹150 Cr.)**
 - Only Middle East expansion (UAE, Saudi Arabia).
 - Local partnerships instead of heavy investments in infrastructure.
 - Goal : *20% revenue growth from international markets.*
- **Sustainable Zest (₹100 Cr.)**
 - Low-cost, high-impact initiatives: Reusable bags, digital receipts.
 - Sustainable partnerships (small-scale, phased).
 - Goal : *20% eco-friendly product portfolio in 3 years.*

COST-EFFICIENT EXECUTION PLAN

Initiative	Investment (₹ Cr.)	Key Benefit
Digital Expansion	450	10% → 30% digital revenue
AI Supply Chain	300	15% → 3% stockouts
Employee Training	150	18% → 10% turnover
Focused Global Expansion	200	25% revenue growth from UAE & SEA
Sustainability	150	35% eco-friendly products
Total	₹ 1,250 Cr.	High-impact growth

24 MONTH RAPID IMPLEMENTATION TIMELINE

- **Phase 1 (0-6 Months)**

- AI-driven digital marketing rollout.
- Mobile app & website revamp.
- Train 10,000+ employees using AI-powered modules.

- **Phase 2 (6-12 Months)**

- AI-driven inventory management & last-mile logistics integration.
- First phase of Middle East expansion (UAE, Saudi).
- Launch “Green Zest” initiative (low-cost, high-visibility).

- **Phase 3 (12-24 Months)**

- Achieve 25% digital revenue & 5% stockout rate.
- Expand to 30% sustainable product portfolio.
- Complete Middle East scaling & optimize HR retention strategies.

MEASURABLE IMPACT & COMPETITIVE EDGE

- Revenue Growth: ₹5,200 Cr → ₹10,000 Cr in 5 years.
- Digital Transformation: Digital revenue 10% → 25%.
- Operational Efficiency: Stockouts down 15% → 5%.
- Employee Retention: 18% attrition → 12%.
- Sustainability Impact: 20% eco-friendly product lineup.
- **Competitive Differentiation:**
 - Smart investments : *Digital & AI-driven growth at low cost.*
 - Rapid execution : *2 year implementation for faster results.*
 - Sustainable edge : *Small eco-steps for big customer loyalty.*

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