

BUSINESS DATA MANAGEMENT CAPSTONE PROJECT



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OUTBOUND SALES AND INVENTORY MANAGEMENT For an office furniture dealer

CLIENT: UKANFURN
(Office Furniture dealer of Featherlite)

Located at: No.14, 2nd floor, Trichy road, Coimbatore - 641 005

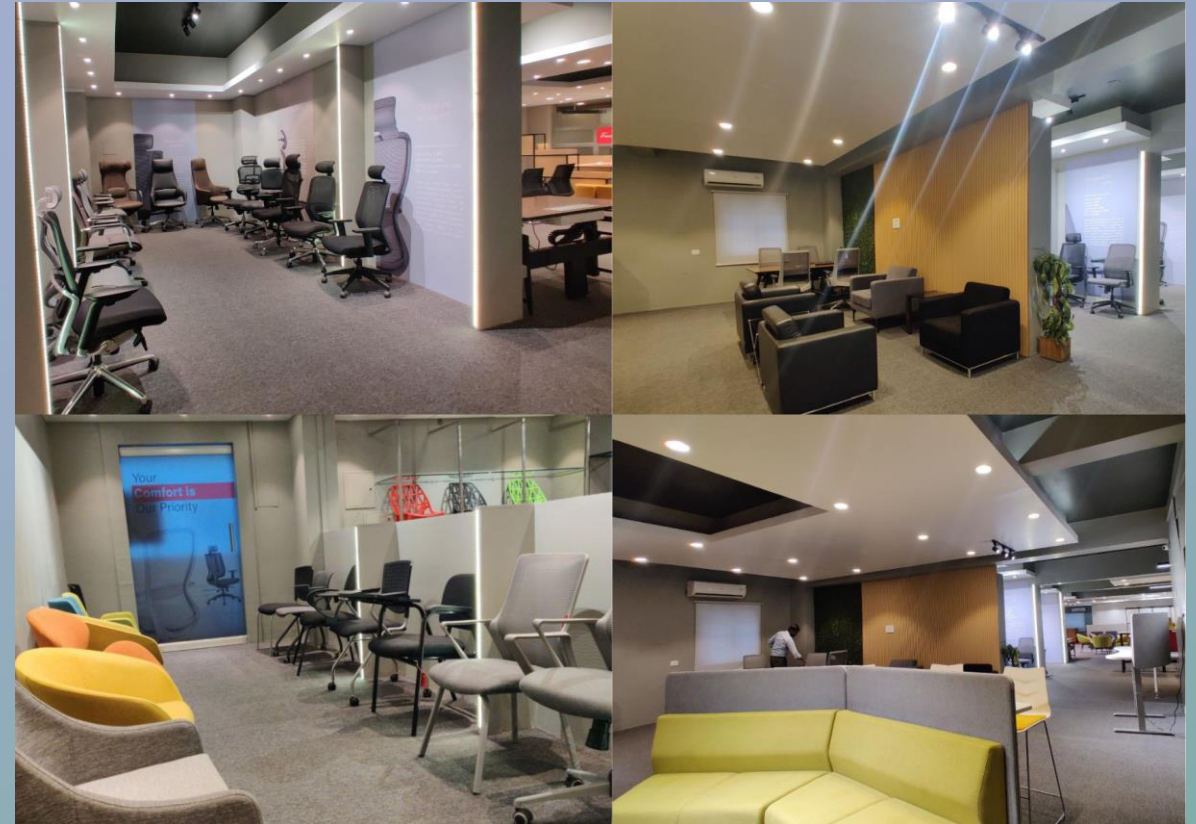
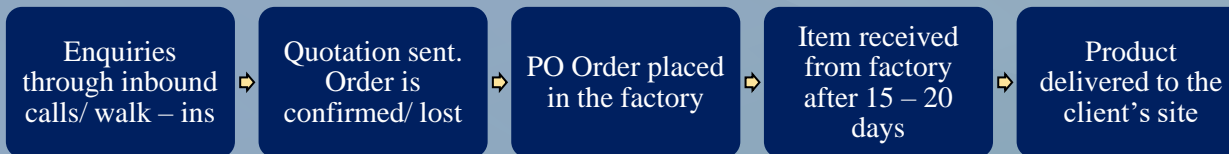
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Business Overview

- **Ukan Furn** , is majorly a B2B dealer of *Featherlite* office furniture.
- Caters to big corporates, IT Parks, SMEs in SEZs of Coimbatore and Tirupur.
- Deals with a wide range of Workstations, Ergonomic chairs, Executive tables, etc.
- Yearly turnover of around 10 Crores.
- The business is owned by Mr. Kandhavel.

Current Process Flow



Problems and Approach

Problem Statements

- Unable to increase customer base and have a consistent pipeline of leads.
- Need to overcome missed sales opportunities due to lack of maintaining inventory.

Approach for Problem 1

- Setup an Outbound Sales team
- Analyze the data to:
 - Identify the high revenue generating customer segments.
 - Identify high revenue yielding categories and models to sell.
 - Find out high ARPU (Average Revenue Per Unit) products

Approach for Problem 2

- Analyze reasons for missed sales
- Study the data to get insights of high volume generating:
 - Categories
 - Models
 - Customer segments.
- Maintain stock of fast-moving products with high ARPU.

Data Collection and preparation

Data collected period: 10 Months – Mar to Dec 2023 (in Excel sheets)

Order Enquiry data

KARTHI 2023					
S. NO	CLIENT NAME / COMPANY NAME	REQUIREMENT	ORDER VALUE	ORDER STATUS	REMARKS
1	Ramakrishna Engineering	Smart MB	99540	SOLD	
2	Pricol	L-Shape Workstation	56981	SOLD	
3	Pricol	Mobile Pedestal	25735	SOLD	
4	Pricol	Cabin table	31956	SOLD	
5	Cheran Global	FP- Invention HB Leatherette - Black	87840	SOLD	
6	Tex India Pvt Ltd	Astro MB	28400	SOLD	
.....					
308	Janatic	Workstation	620000	LOST	Need delivery in 1 week
309	Pricol	Chair	85000	LOST	ESD Chair need immediately
310	Greener	Workstation	200000	LOST	Feel Expensive
311	Hailstone	Workstation	500000	LOST	Project dropped due to fund

Product Catalogs

UKAN FURN Feather-lite®			
AMAZE			
S.no	MODEL NAME	IMAGE	ITEM DESCRIPTION
1	AMAZE MB		<ul style="list-style-type: none">* Amaze Medium Back Mesh Chair* KM Series Mesh* Fabric Upholstered Cushion Seat* Self Calibrating Multilock Mechanism* Adjustable Lumbar Support* One Way Adjustable Arms (Height)* Nylon Base
AMAZE PROJECT			
1	AMAZE HB		<ul style="list-style-type: none">* Amaze Project High Back Mesh Chair* AN 70 Mesh* Fabric Upholstered Cushion Seat* Self Calibrating Multilock Mechanism* Adjustable Lumbar Support* One Way Adjustable Arms (Height)* Nylon Base

Consolidated Sales Record

S.No.	Date	Month	Quarter	Client Name / Company Name	Segment	Item Description	Total Quantity	Model	Category	Order Value_WOGST
16	02-03-2023	Mar	Q4	Span Ventures -Rently	IT	Omega 2S	4	OMEGA	SOFT SEATING	₹ 1,76,505.08
17	02-03-2023	Mar	Q4	Span Ventures -Rently	IT	Central Table Snag leg	2	CENTRE TABLE	TABLE	₹ 7,594.92
18	02-03-2023	Mar	Q4	Span Ventures -Rently	IT	Saddle Poufee 800x400x480-Aqua Blue	1	POUFEE	SOFT SEATING	₹ 5,014.41
19	03-03-2023	Mar	Q4	Grand World	IT	Amaze Project HB	1	AMAZE	CHAIRS	₹ 9,450.00
20	03-03-2023	Mar	Q4	Propel Industries pvt ltd (Regular Client)	Manufacturing	Magna VA	10	MAGNA	CHAIRS	₹ 22,100.00
21	03-03-2023	Mar	Q4	BPS Exports (Regular Client)	Textiles	Cylvia Poufee top-stone Grey/B.CY	5	POUFEE	SOFT SEATING	₹ 23,525.42
22	04-03-2023	Mar	Q4	BPS Exports (Regular Client)	Textiles	Concave 2seater sofa	4	CONCAVE	SOFT SEATING	₹ 1,24,039.83
23	05-03-2023	Mar	Q4	R.G ENTERPRISES	Traders	Contact Project MB	3	CONTACT PROJECT	CHAIRS	₹ 19,375.00
24	05-03-2023	Mar	Q4	R.G ENTERPRISES	Traders	CONTACT PROJECT MBGS ADJ ARMS LS	4	CONTACT PROJECT	CHAIRS	₹ 21,063.00
25	07-03-2023	Mar	Q4	MAGNA DIGITECH INDIA LLP	Manufacturing	Smart MB	27	SMART	CHAIRS	₹ 1,28,520.34
26	08-03-2023	Mar	Q4	Infinium Developers	Interiors	Clara PC 4 legs Fabric Black (Fabric SF-25 - Stone Grey)	3	CLARA	CHAIRS	₹ 33,850.00

Purchase Orders placed in the factory

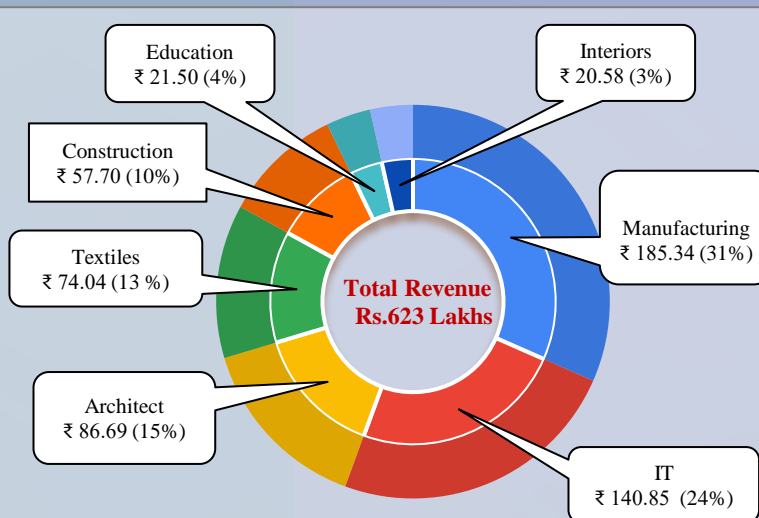
S.No.	IPO.No.	IPO Date	PO No.	Client Name	Item Description	ORDER VALUE	Total Qty.	Sales Person	ORDER VALUE	Order Value without GST	Advance received from customer
1	629	27-01-2023	FC-61	Siva Engineering	Café Folable Table Frame-Stainless steel, Top- Maple	684400	40	Ashok	6,84,400	5,80,000	342200
3	633	28-01-2023	FP-116	KOVAI MEDICAL CENTRE	Astro MB Nylon Base	30297	4	Ashok	30,297	25,675	0
9	638	08-02-2023	FC-65	K.K.P.FINE LINEN	EHS-HAL-Brown Leather -Pinnacle HB	65136	1	Ashok	65,136	55,200	32568
10	638	08-02-2023	FP-120	K.K.P.FINE LINEN	Amaze Grey MB Metal Base	19446	2	Ashok	19,446	16,480	9723
11	638	08-02-2023	FP-120	K.K.P.FINE LINEN	Alpha Grey MB Metal Base	53997	8	Ashok	53,997	45,760	26999
12	638	08-02-2023	MPO-184	K.K.P.FINE LINEN	Contact Project MB Seat & back GREY	101683	12	Ashok	1,01,683	86,172	50842

Data Analysis (Revenue)

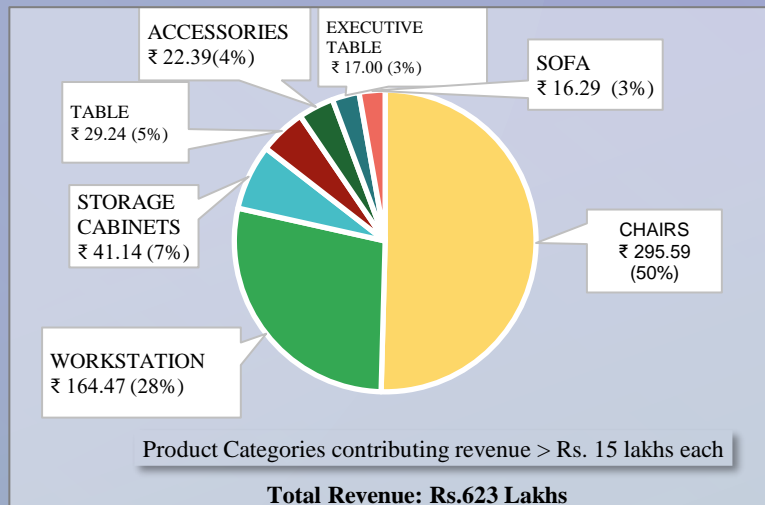
Findings

- High revenue customer segments among 18 segments:
 - Manufacturing (31%)
 - IT (24%)
 - Architect (15%)
 - Textiles (13%)
 - Construction (10%)
- High revenue product categories out of 18 categories:
 - Chairs (50%)
 - Workstations (28%)
 - Storage Cabinets (7%)
 - Tables (5%)
- Chair is the most preferred category by Manufacturing and IT.
- Workstations are preferred by Manufacturing and Architect segment.

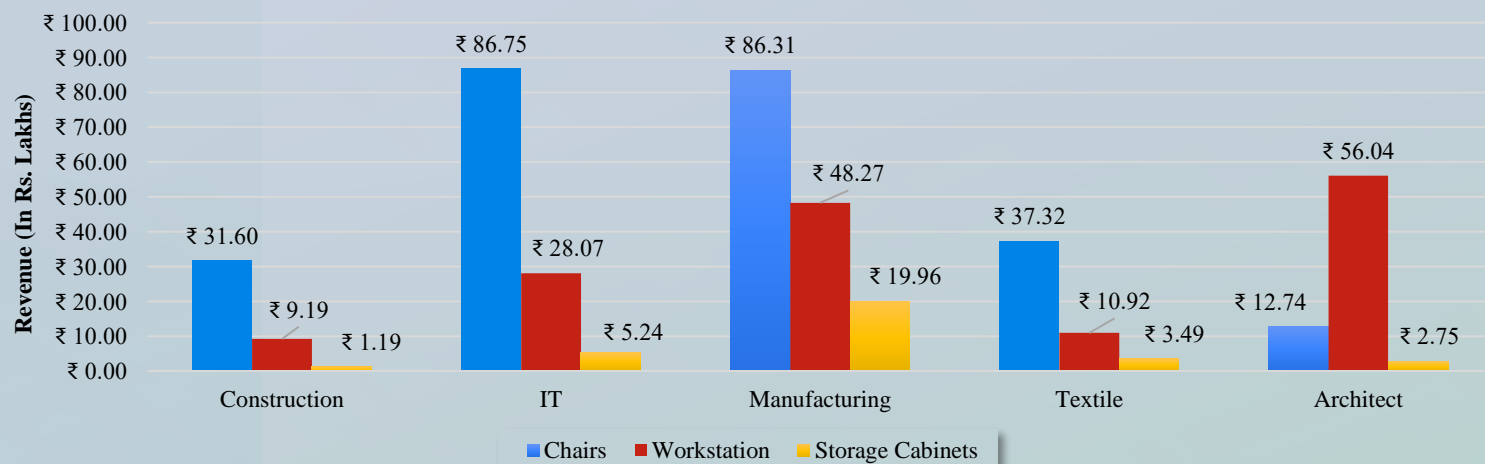
Revenue by customer segments (In Lakhs)



Revenue (in Lakhs) by product category



Revenue of 3 fast moving categories in top 5 segments (in lakhs)

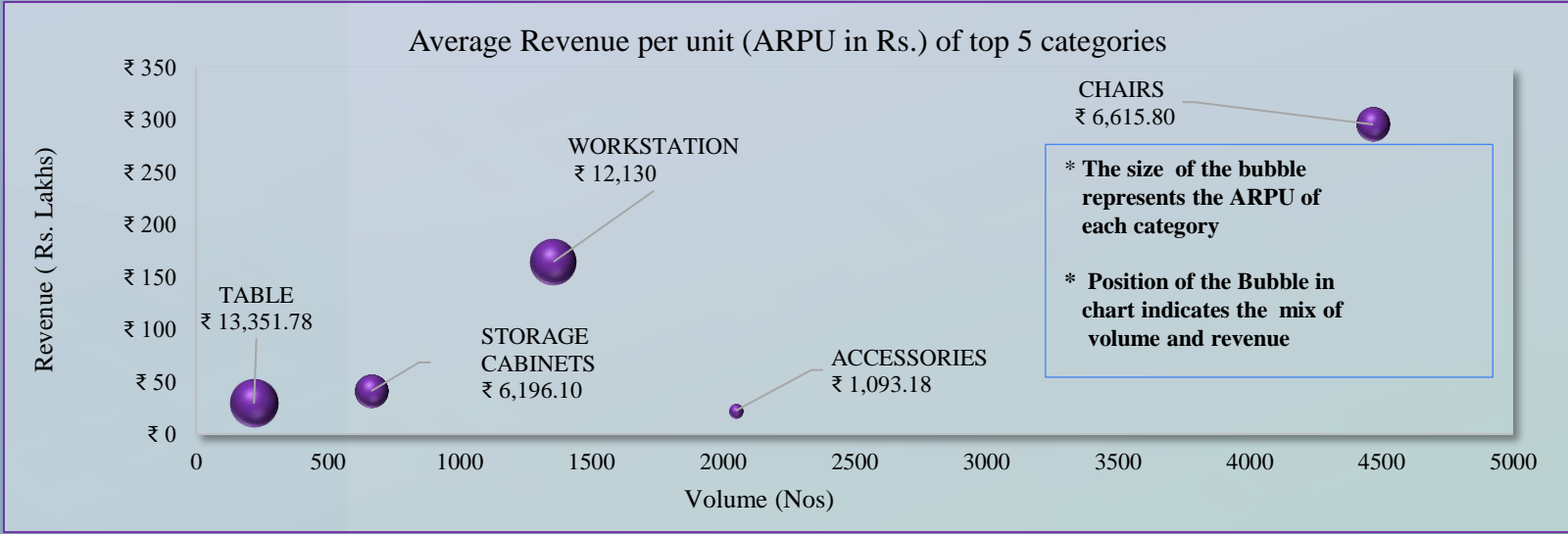
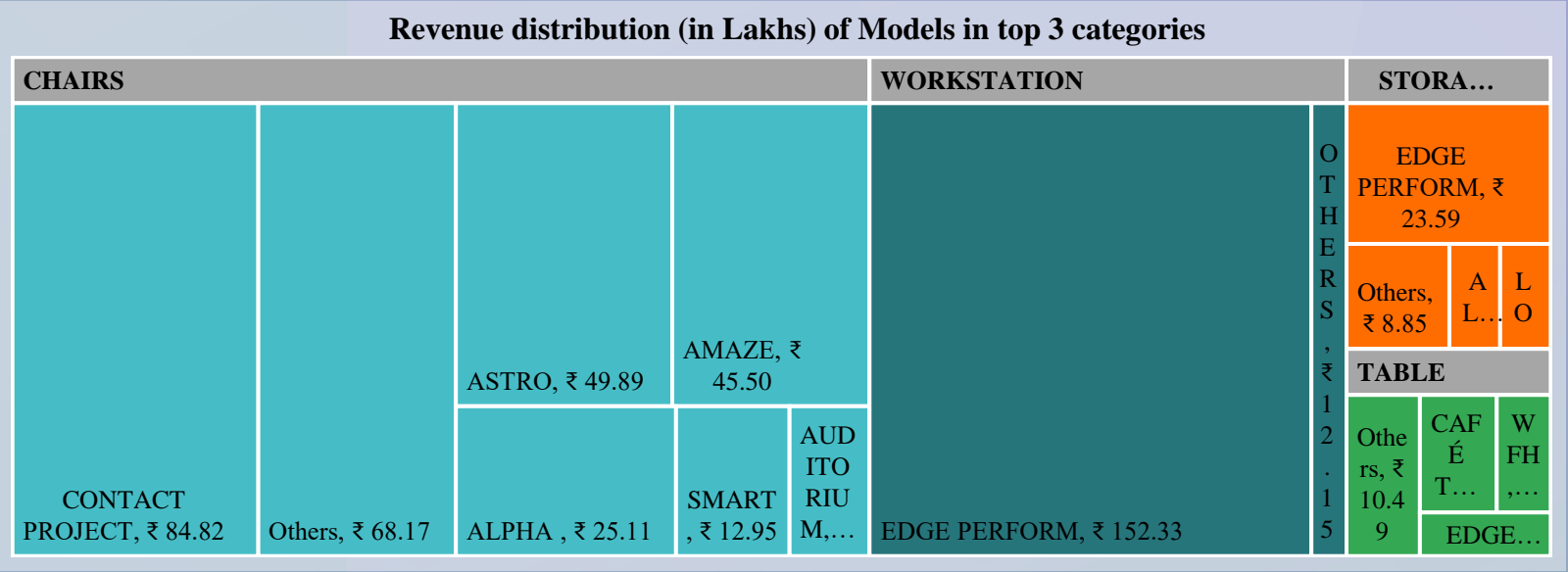


Data Analysis (Revenue)

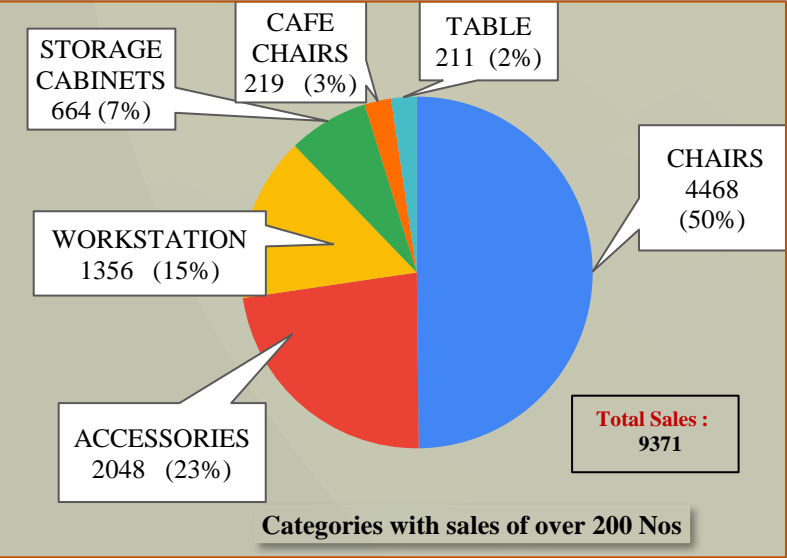
- Out of 76 models in total, high revenue models are:

Category	Model
CHAIRS	CONTACT PROJECT
	ASTRO
	AMAZE
	ALPHA
	SMART
WORKSTATIONS	EDGE PERFORM
STORAGE CABINETS	EDGE PERFORM

- Average Revenue Per Unit (ARPU)
 - Category TABLE has the highest ARPU of Rs.13,351 but the volume sold is less.
 - WORKSTATION has higher ARPU as well as decent volumes.
 - CHAIR has relatively lesser ARPU of Rs.6,615 but the volumes are highest.
 - STORAGE CABINETS has least ARPU and moderate volume amongst the top 5 categories.



Data Analysis- (Volume)

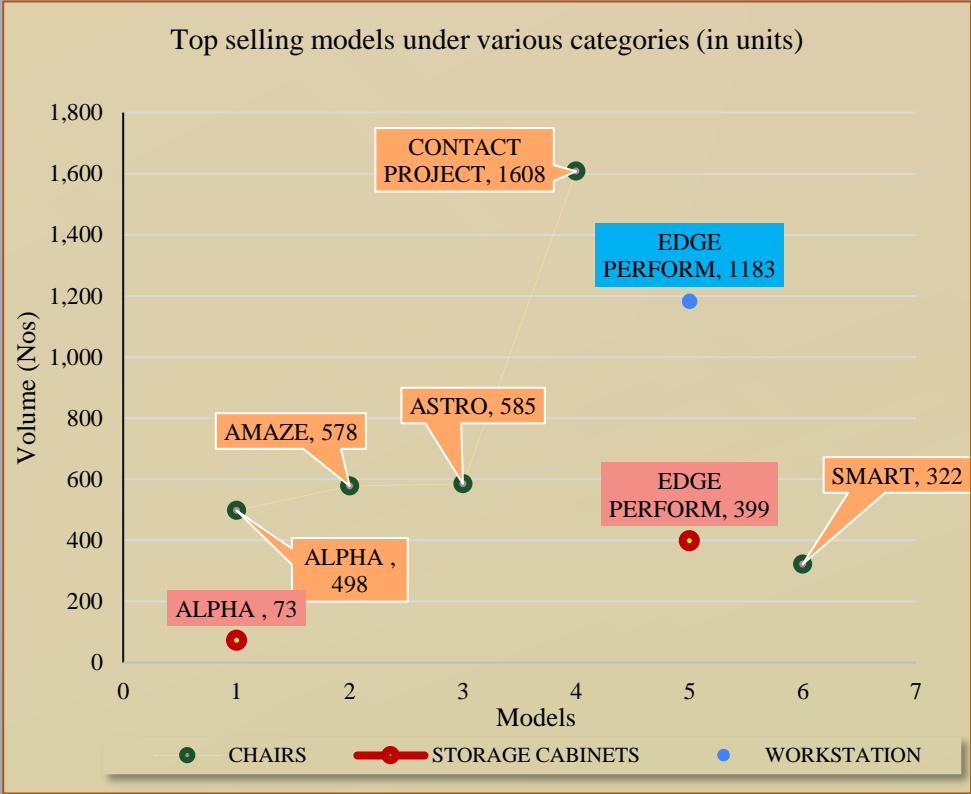
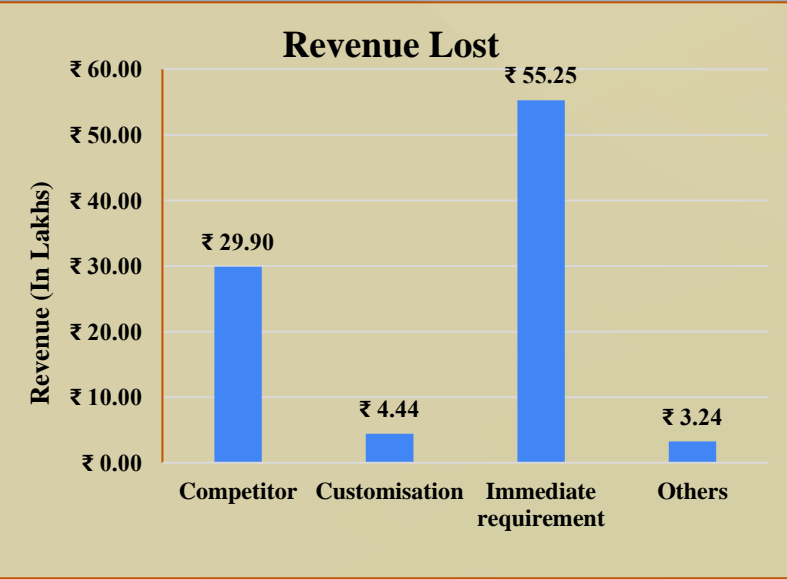


Fast moving categories by volume:

- Chairs
 - Workstations
 - Storage cabinets
- High volume generating models need to be maintained in the inventory in order not to miss sales opportunities

Reasons for non closure of orders:

- Clients need the products within few days of ordering.
- Some orders were lost to competitors due to pricing and time delay.
- Few orders lost due to inability to satisfy the customization needs of the clients.



X axis	Model
1	Alpha
2	Amaze
3	Astro
4	Contact Project
5	Edge perform
6	Smart

Inventory Planning for product-model mix and incremental Revenue

Business ready to invest on inventory capital : **Rs. 20 Lakhs**

Distribution of capital :

Category	Amount to invest
Chairs	10 Lakhs (50%)
Workstation	5.5 lakhs (27.5%)
Table	3 Lakhs (15%)
Storage Cabinets	1.5 Lakhs (7.5%)

Model	Cost Price	Quantity	Amount
• Category : CHAIRS			Capital: 10 Lakhs
CONTACT PROJECT	₹ 4,955.00	65	₹ 3,22,075.00
ASTRO	₹ 6,361.00	35	₹ 2,22,635.00
AMAZE	₹ 8,628.00	25	₹ 2,15,700.00
ALPHA	₹ 4,586.00	30	₹ 1,37,580.00
SMART	₹ 4,097.00	25	₹ 1,02,425.00
Total (nos.):		180	
• Category: WORKSTATION			Capital: 5.5 Lakhs
EDGE PERFORM	₹ 16,200.00	34	₹ 5,50,800.00
• Category: TABLE			Capital: 3 Lakhs
EDGE – Conference Table	₹ 21,154.00	14	₹ 2,96,156.00
• Category: STORAGE CABINETS			Capital: 1.5 Lakhs
EDGE PERFORM Cabinets	₹ 4,538.00	33	₹ 1,49,754.00

Incremental Revenue Vs Units to sell

- Assumption – Incremental Revenue target for the outbound sales team: 10%
- Current Revenue from these categories: ₹ 5.30 Cr
- Revenue Increase @ 10% : ₹ 53 Lakhs

Category	Current Revenue	ARPU	% share of incremental Revenue	Incremental Revenue	Units to sell
Chairs	2.95 Cr	₹ 6,615.00	50%	₹ 26,50,300.00	400
Workstation	1.64 Cr	₹ 12,130.00	30%	₹ 15,90,180.00	131
Table	29 Lakhs	₹ 13,351.00	10%	₹ 5,30,060.00	40
Storage Cabinets	41 Lakhs	₹ 6,196.00	10%	₹ 5,30,060.00	85

Total Revenue Increase: ₹ 53,00,600.00

Recommendations & Acknowledgments

- Recruit an outbound sales team; the team needs to focus on selling high revenue generating product categories and their respective models, i.e. –
 - **CHAIRS** – Amaze, Astro, Alpha, Smart, Contact Project.
 - **WORKSTATIONS** – Edge Perform.
 - **STORAGE CABINETS** – Edge Perform.
- Sales effort to be concentrated in the top 5 customer segments which are –
 - Manufacturing
 - IT
 - Architect
 - Construction
 - Textiles
- Complement sales effort with inventory support; all fast-moving models (in the high revenue-generating categories listed above) to be stocked adequately to protect from potential loss to competition.
- In customer segments where higher ARPU categories is not selling, explore options of product bundling, attractive pricing like free service for a period. This motivates the sales team to engage with customers better and push categories and models.
- Offer value-added services such as Annual Maintenance Contracts (AMC), extended warranty periods for key models. Launch marketing programs to retain customers and enhance overall value proposition.

Implementation of above recommendations can help the business overcome issues related to revenue dip in some months through a steady flow of orders in the 5 key segments throughout the year.

I sincerely thank my Professors Dr. Aditya Chandel , Dr. Ashwin Balige and TAs who have really supported and guided me in this project.