

IIT Madras

BS Degree



Business Data Management

Proposal of Capstone Project

Optimizing sales of a B2B Garment shop

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Executive Summary

The proposed capstone project is focused on improving the sales and marketing strategy of the shop. The shop sells a variety of textile products like readymade clothes for kids and adults. The goal of this project is to increase the quarterly and annual revenue by optimising their sales and marketing efforts.

To achieve this we will look into the sales data of the previous financial year of the shop and analyze it. We will also study their target market, competitors, product offerings, pricing, and sales channels. Finding the gaps and areas of improvement in the current strategy is also very crucial. This will involve analyzing the data collected and comparing it with the industry benchmarks and best practices. After doing the analysis we will finally suggest some recommendations to the problem statements which we have analyzed. Overall the proposed capstone project will help the textile shop improve its sales and marketing strategy, increase its revenue and market share.



Organization Background

- Savitry Handloom is a B2B readymade garment supplying organization located in Sikandra, Bihar. Its consignee/Buyer sources constitute mainly small scale garment shops.
- It is selling its products since 2016 and has earned a good reputation in the market
- Its main area of business includes parts of Jamui, Kaindi, Patna City, Aliganj Bazar, Sharma Market/Sikandra and Nawada.
- The shop aspires to serve its suppliers with consistency while maintaining the quality of the garment that too at a competitive price so as to build trustworthy reputation in the market and thus facilitating a fruitful return.



Problem Statements

- What are the ways to increase profits during the 2nd quarter of the financial year in which the sales are lowest when compared with the other quarters of the same financial year.
- What are the methods to implement which ensure maximum profit with limited resources.
- How to tackle competitive product pricing from similar businesses in the market and profit maximization at the same time .
- What are the steps that need to be taken in order to earn maximum profit from the most profitable 3rd quarter of the FY year.



Background Of The Problem

- The business is failing to generate targeted profit during the 2nd quarter of the financial year i.e. during the months of July , August and September.
- Due to small storage capacity they are unable to increase the readymade garment variety like woolen clothes whose demand is high during the winter season.
- The wholesaler is still supplying old fashioned readymade garments in the categories of shirts and suits etc. and hence losing its customers whose preference is towards new fancy clothes.



Problem Solving Approach

We are going to analyze the monthly and quarterly revenue of the business from the annual sales data we received , so that we can understand the business , identify the reasons for low sales in some months and quarters of the financial year. Identify the best selling and least selling products or high - price to low - price products . After analyzing this we can recommend some solutions to the business problems on which they should focus on to attain optimal revenue.



Intended Data Collection

- Data was collected from digitally recorded tally database maintained at the shop
- The owner was convinced with my briefing on the capstone project for which i was collecting the sales data and gave the data in the first meeting itself.
- The wholesaler is still supplying old fashioned readymade garments in the categories of shirts and suits etc. and hence losing its customers whose preference is towards new fancy clothes.



Analysis of the Data

- The product wise and consignee wise sales data has been analyzed and monthly revenue has been observed carefully.
- After careful analysis it can be concluded that the sales during winter months of December , January and February is significantly higher than the other months of the FY 2021-22.
- Due to low and few outdated summer collections , sales during the months of July , August and September are lower when compared with the other months.



Analysis tools

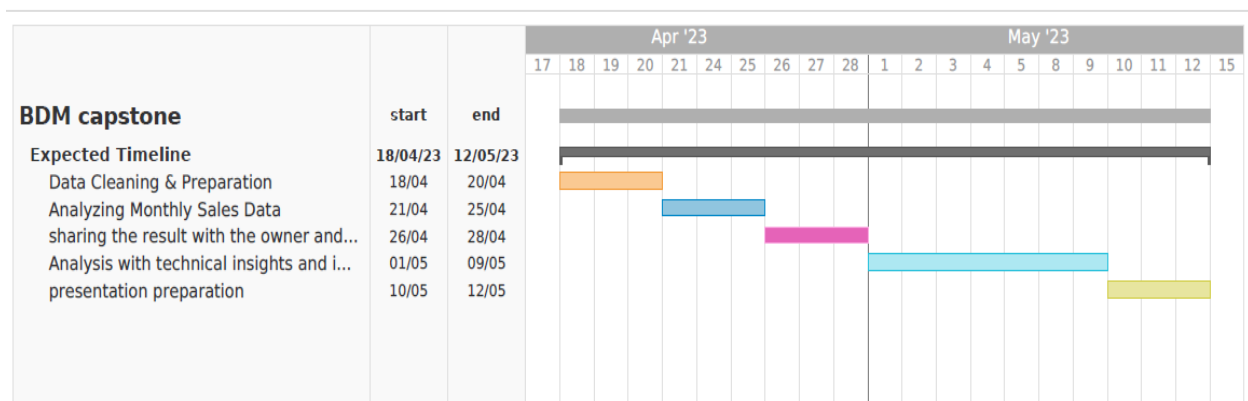
I will be using Excel spreadsheets for various purposes like plotting bar graphs , pie charts etc and pivot tables for cleaning and organizing the data as well as analyzing monthly and product wise revenue.

Will be using Pareto charts for analyzing product wise and monthly analysis.

Recommendations

- During the 2nd quarter months since there is a significant drop in the sales of the business it is recommended that they should increase the inventory of the clothes that cater to the demand .
- During the winter season categories like "Ladies cardigan" , "warmup trousers" and "jackets" etc. whose price is at a high range are in heavy demand. Thus it is recommended to increase the inventory of these products during the winter season to increase the overall revenue of the business.
- It is recommended that the wholesaler should include latest fashion clothes which are there in the market to ensure that it is not losing the customers whose preference is towards new fancy garments.

Expected Timeline



Expected Outcome

As a result of this capstone project analysis , I am hopeful of optimizing profit for the organization and hence expecting to help them in increasing their monthly revenue in each quarter of the financial year.

