

Revenue Problem

Inability to beat huge competition in the market

Poor customer Feedback

Problem with acquiring new customers

poor shopping experience

Insufficient Technical Team

Insufficient budget for hiring a technical team

Confusing and non-interactive website

Improper product assortment

Improper product supply

Ineffective market penetration

Unplanned budgets

Ineffective Marketing

Non-optimal allocation of marketing budget across different marketing levers

Lack of market mix model

Lack of advertisement

