

ANALYSIS OF JUUL PRODUCT LINES IN RMA MARKET

- **Identify market first**

JUUL should focus on first identifying which market/geography to focus out of RMA, CRMA and SRMA markets. If we see JUUL sales across all markets, it seems Cigarettes comprise only 0.3% of total units sold by JUUL in RMA which means that other markets like CRMA and SRMA are selling more cigarettes as compared to RMA.

- **Top selling item in RMA**

Within the RMA market, it seems Cigarettes is the top selling product and accounts for 93% of total revenue while Electronic smoking device which is the next best selling accounts for 4% of total revenue. So, there's huge headroom for further growth for electronic smoking devices.

- **Units sold in RMA by Geography**

Maximum Units are sold in Circle K Corp-RMA for Cigarettes. Minimum Units are sold for Circle K Southwest-RMA in JUUL Electronic Smkng DVC Electronic Cigarette kit.

- **Dollar sales in RMA by Geography:**

Maximum dollar sales are from Circle K Corp-RMA for Cigarettes. Minimum dollar sales are from Circle K Great Lakes for JUUL refill kits.

- **Flavored Market for JUUL:**

JUUL has least amount of revenue from flavored items. JUUL should try conducting a market research and target customers who love any flavored drink and find correlation if those customers who like flavored sodas also like flavored electronic smoking device or not and target them based on user research study. Within, the flavored e-cigs, Mint refills seems to be way more popular than other flavors.

- **JUUL accessory market in RMA:**

No JUUL accessories are sold in RMA market, we should probably start selling accessories in this market if there's a correlation between accessories purchase and more product usage.

- **Inventory Market for JUUL:**

When comparing SKU for different products, It seems there are more JUUL refill units on the counter and less Cigarettes in terms of inventory. But, since the sale of JUUL Refills is way less than cigarettes, we should either reduce the inventory of JUUL refill or increase sales of JUUL refills through marketing campaigns/product awareness to avoid any inventory backlogs.

- **Market-Mix Model for JUUL:**

Within the RMA market, it seems that JUUL devices are most expensive product line for JUUL in terms of unit sale price so we should put our focus on increasing our user base to get more users to try out JUUL devices and also focus on engaging the users with best customer service, better packaging and better flavors so that users are more hooked to our brand which would ultimately increase our revenue from JUUL Refills which is the second expensive item in the list in terms of unit sale price. Since, the unit sale price of Cigarettes is least in the category, we should focus on increasing more units for cigarettes thereby achieving economies of scale.

- **Avenues for further growth**

Overall, I see huge opportunity and headroom to grow based on data in RMA market . We can also forecast unit sales for different product lines in different markets based on time series models and come up with a better business strategy to determine what product is most likely to sell in which market. This will help us get traction in those markets and once we have better adoption and product awareness, we can work on getting users to stick with our product with excellent product flavors and great design and packaging!!