

# Assignment No. 1

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The Sports Stores has experienced a significant decline in foot traffic and sales over the past year, particularly in the core product lines. This decline is impacting the store's revenue and market position. The store must identify the root causes and implement effective strategies to reverse the trend, attract more customers, and increase sales.

## 1. Executive Summary :

The Sports Store has been a well-established retailer in the local market for years. However, recent data indicates a sharp decline in both foot traffic and sales, which is threatening its profitability and long-term sustainability. This project aims to diagnose the underlying issues, including possible shifts in consumer behavior, competition, and marketing effectiveness, and develop actions to enhance the store's performance, including possible shifts in consumer behavior.

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## 2. Project Description :

This project will involve a comprehensive analysis of the Sports Stores. Current.



Operations, Customer demographics and Market trends. The goal is to identify key factors contributing to decline in sales and develop a strategic plan to address these issues. The project will include both quantitative and qualitative research methods such as Customer Surveys, Sales Data analysis, and Competitor benchmarking.

### 3. Project Scope:

- Market Analysis: Assessing the local market conditions, including competitor activities, customer preferences and economic factors.
- Customer Analysis: Understanding the changing needs and preferences of the target customer base.
- Sales data Review: Analyzing sales trends over the past year to identify patterns and potential causes of decline.
- Marketing Evaluation: Reviewing current marketing strategies and their effectiveness in reaching and engaging customers.
- Operational Review: Assessing the stores inventory management, staffing, and in-store experience.

- Strategic Recommendations:- Developing a set of actionable strategies to improve Foot Traffic, customer engagement, and Sales.

This project will conclude with a detailed report outlining findings and providing clear evidence-based recommendations for revitalizing the Sports Store's performance.