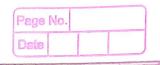
## Assignment No. 1



The Sports 5 tores her experienced a Significant decline in foot Traffic and Sales over the past year, predicularly in the Core product lines. This decline is imporeting the Stores revenue and Market position. The Store must identify the root Causes and implement effective strategies to reverse the trend, attract more customers, and increases Sales.

## 1. Executive Summary:

The Sports store has been a Well-established retailer in the local market for years However, recent dated indicates a Sharp decline in both Foot traffic and Sales, Which Is threatening its profitability and long-term Sustainability. This projectains to diagnose the underlying issues, including possible Shifts in Consumer behavior, Competition, and Marketing activeness, and develop actions to enhance the Store's performance, issue including possible Shifts in Consumer behavior

2. Project Description à.

This project will involve a Comperhensive.

analysis of the sports stores. Cureent.

Operations, Customer demographics and Market trends. The goals 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 reaserch Methode Such as Customer Surveys, Sales Data analysis, and Competitor benchmarking.

## 3. Project Scope:

- · Market Analysis & Assessing the local market.

  Conditions, including competitor activities,

  Customers preferences and economic factors
- · Castomer Analysis & Understanding the Changing

  needs and preferences of the target customer
  base.
- Sales data Review's Analyzing Sales trends over the past year to identify patterns and potential eauses of decline.
  - · Moraketing Evalution: Reviewing current Marketing of Strategies and their effectiveness in reaching and engaging Customers.
- · Operational Review : Assessing the Stores.
  inventory management, staffing, and in Store.
  experience.

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Strategic Recommendations: Developing a set of actionable Strategies to improve Poot Traffic, customer engagement, and Sales.  This project will Conclude with a detailed
This project will Conclude with a detailed report outlining findings and providing Clear evidence - based recommendations For revitalizing the sports storers performance.