**Sales Pitch**

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| **Academic Year:** | 2022 |
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| **Project Title:** | CPL-Sales Pitch |
| **Issue Date:** | 18 September 2023 |
| **Submission Date:** | 20 September 2023 |
| **Internal Verifier Name:** |  |
| **Date:** | 19 September 2023 |

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| **Learner declaration** |
| I certify that the work submitted for this assignment is my own and that research sources are fully acknowledged.    20 September 2023  Student signature: Date: |

1. **Introduction:**

Hello, esteemed members of the Jumpstart team. I'm Agung Yuda, and I represent Aceadora Tech, a dedicated technology partner committed to helping businesses thrive in the digital age. I'm glad to be in contact with you today. We recognize that the retail industry has undergone a significant upheaval, and Jumpstart has been adjusting. Today, I'm eager to talk about how our state-of-the-art e-commerce system will transform Jumpstart's retail operations, greatly improve the consumer experience, and catapult Jumpstart to greater success.

1. **Pain Point:**

In the fast-evolving world of retail, staying competitive and meeting customer demands can be a significant challenge, especially in the wake of post-COVID-19 disruptions. One of the key pain points that many retailers like Jumpstart face is the need to adapt to the evolving needs of customers in the post-COVID-19 era, which includes providing a seamless, 24/7 shopping experience. Remote working and changing consumer behaviors have disrupted traditional business models, making it crucial to find innovative solutions to stay ahead and meet these expectations. These challenges can impact efficiency, drive up costs, and hinder the achievement of your retail goals.

1. **Solution:**

Our comprehensive solution for Jumpstart is the newly developed E-commerce website, designed to revolutionize your retail business by providing a seamless, personalized, and engaging shopping experience. This platform addresses the pain point of adapting to the new norm of remote working and customer commerce while enhancing customer satisfaction, increasing loyalty, driving revenue growth, and improving operational efficiency.

Features and Benefits:

* **Enhanced Customer Satisfaction**: Our E-commerce website ensures that your customers can shop 24/7, from anywhere, providing them with unparalleled convenience, which leads to increased satisfaction.
* **Increased Customer Loyalty**: We've integrated promotions, discounts, and free delivery options directly into the platform to incentivize repeat purchases and build lasting brand relationships, fostering customer loyalty.
* **Revenue Growth**: The improved customer experience on our platform directly translates into increased sales and conversions, contributing to your bottom line and driving revenue growth.
* **Operational Efficiency**: Our technology solutions and process automation streamline operations, reducing manual tasks and minimizing errors, ultimately leading to cost savings and improved operational efficiency.

1. **Unique Value Proposition:**

What sets our solution apart is our unwavering commitment to delivering excellence and elevating customer satisfaction, loyalty, and revenue growth in the retail industry. We integrate creativity and technology to develop an aesthetically pleasing and dynamic E-commerce platform by combining outstanding competence in technologies like WooCommerce, Elementor, and Astra with a thorough grasp of the sector. We offer full support, from development to ongoing maintenance, to maintain your platform at the forefront of innovation. With our track record, you'll be able to thrive in the contemporary digital world and give your competitors something to only aspire to in terms of service.

1. **Objection Handling:**

You might have concerns regarding the feasibility and investment involved in this project. However, rest assured that we've conducted comprehensive assessments to address these aspects properly.

Our feasibility study covered technical, operational, economic, and legal considerations, and the results are impressive, with a projected return on investment of 14.78% and a clear roadmap for success. We've also taken into account your existing technology infrastructure and your team's readiness to ensure a smooth transition.

Furthermore, we are aware that acquiring new technologies can be risky. However, we want you to see it as a calculated risk taken in the interest of Jumpstart's long-term success. Not only are long-term sustainability and short-term advantages considered in the creation of our solution. By embracing E-commerce and providing an exceptional customer experience, you're positioning Jumpstart to adapt effectively to market changes. The benefits in terms of customer loyalty, operational efficiency, and increased revenue far outweigh the initial investment.

1. **Call to Action:**

I invite you to take the next step with us and position Jumpstart as a customer-centric leader in the retail industry. To facilitate a smooth transition and ensure alignment with your specific needs, we propose the following schedule:

* **Process Changes**: We will initiate all process changes by September 21, 2023. This includes integration of our E-commerce platform into your operations.
* **Stakeholder Input**: We value your input, and any changes suggested by stakeholders can be implemented by September 25, 2023. We are committed to ensuring that our solutions align with your vision and needs.

**Website Features:**

1. Shop 24/7
2. Discount
3. Free Shipping
4. Seamless User Experience
5. Technical Excellence
6. Login/Customer Register
7. Product Search
8. Product Filter
9. Product Details Online Store Features
10. Shopping cart
11. Checkout
12. Different Payment Gateways
13. Customer Reviews

Don't miss this opportunity to transform Jumpstart's retail operations and secure a bright future in the ever-evolving retail landscape.