

The SCQ framework provides structure for decomposition of key question

Situation

- Everqlo's profitability has remained flat for the past year.
- The company has experienced consistent losses over the last six months.
- Everqlo's revenue is predominantly dependent on in-store sales from its network of physical locations.

Complication

- Post-pandemic, consumer shopping habits have shifted rapidly, with a significant increase in online shopping.
- While competitors have made substantial investments in online distribution, Everqlo has lagged in capitalizing on the consumer shift to digital channels.

Key Question

- How can Everqlo enhance its profitability in light of evolving consumer shopping habits and its existing network of retail stores?

