

Global Gourmet Traders

Company Overview and Strategic Business Report

1. Company Overview

Global Gourmet Traders is an international distributor of premium food and beverage products. Headquartered in London, the company has operational branches in Seattle, Rio de Janeiro, Münster, Lyon, and Geneva. Our team of sales representatives, logistics coordinators, and administrative professionals ensure efficient order handling and customer satisfaction across regions.

2. Organizational Structure

Our leadership is spearheaded by Andrew Fuller, Vice President of Sales, with support from a network of highly experienced sales managers and representatives. The sales team includes professionals such as Nancy Davolio, Janet Leverling, and Margaret Peacock, who manage client relations across various territories.

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3. Products and Inventory Management

Global Gourmet Traders offers a diverse catalog of specialty products including:

- Dairy: Queso Cabrales, Cheese blends
- Condiments: Cajun Seasoning, Gumbo Mix, Syrups
- Beverages: Chai, Ikura, Aniseed Syrup

Inventory is centrally managed to maintain optimal stock levels:

- Most popular product: Queso Cabrales (22 units in stock, 30 units on order)
- Discontinued items: Chef Anton's Gumbo Mix, Mishi Kobe Niku
- Items like 'Grandma's Boysenberry Spread' show high turnover due to consistent demand.

4. Supplier Network

We collaborate with 9 international suppliers, including:

- Exotic Liquids (UK)
- New Orleans Cajun Delights (USA)
- Mayumi's (Japan)
- Pavlova Ltd. (Australia)

Each supplier ensures quality and timely delivery. Strategic sourcing allows us to provide competitive pricing while maintaining high product quality.

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5. Sales Performance and Key Metrics

We process thousands of orders annually with a focus on accuracy and customer satisfaction. A few example orders:

- Order 10248 (France): \$32.38 freight, handled by Employee 5
- Order 10250 (Brazil): \$65.83 freight, with volume discounts applied
- Order 10255 (Switzerland): Highest freight cost at \$148.33

Top-performing employees based on order volume:

1. Steven Buchanan (EmployeeID 5)
2. Janet Leverling (EmployeeID 3)
3. Margaret Peacock (EmployeeID 4)

We offer discounts to promote high-volume orders. Example:

- Order 10250 applied 15% discount on bulk items (Product 51 and 65).

Average order value ranges from \$40 to \$150, with seasonal peaks in Q4.

6. Profit Analysis

Profits are calculated based on:

- $\text{UnitPrice} \times \text{Quantity} \times (1 - \text{Discount}) - \text{Freight Cost}$

Products with higher margin:

- Queso Cabrales (High price and repeat orders)
- Product 51 (High volume, eligible for bulk discounts)

Most orders generate 20-35% gross margin after freight and discounts.

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7. Shipping and Logistics

We use 3 major shipping partners:

- Speedy Express (ShipperID 1)
- United Package (ShipperID 2)
- Federal Shipping (ShipperID 3)

Shipping selection is based on:

- Destination country
- Delivery timeline
- Freight optimization

Shipping Summary:

- Federal Shipping: Used for high-value international shipments
- Speedy Express: Cost-effective for domestic USA orders
- United Package: Used for large order volumes in Europe

8. Future Growth Plans

To support growth, we plan to:

- Expand supplier network in Asia-Pacific
- Launch an e-commerce portal for direct B2B orders
- Invest in warehouse automation to reduce errors
- Introduce sustainability measures in packaging and transport