

Inability to beat huge competition in the market

Problem with acquiring new customers

High customer churn for existing customers

No mobile app

Insufficient budget for hiring a technical team to develop an app

Poor Shopping experience

Improper product assortment

Confusing and non-interactive website

Incomplete product details therefore difficult to search

Revenue Problem

Unplanned budgets

Ineffective market penetration

Planned budgets not impactful as expected

Lack of Market Mix model

Non optimal allocation of marketing budget across different  
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Lack of Targeted customer marketing

