

# Small Business Strategy Overview

100 words • Generated 2025-08-07

## Executive Summary

Governance should formalize decision rights around pricing, promotions, and channel conflicts. Automation opportunities exist in reconciliation, forecasting, and support triage. Operational bottlenecks remain concentrated in last-mile fulfillment and vendor lead times. Gross margin expansion depends on disciplined discounting and inventory health. Unit economics improve markedly when average order value exceeds the target threshold.

## Background & Context

Operational bottlenecks remain concentrated in last-mile fulfillment and vendor lead times. Investing in analytics capabilities unlocks faster iteration and clearer accountability. Automation opportunities exist in reconciliation, forecasting, and support triage. We modeled three trajectories: base case, stretch case, and downside case. Benchmarking peers shows room to streamline