

Small Business Strategy Overview

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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