

# Minutes of the Top Management Session

31st December 2024

Attendees	
Neelam	VMBE
<b>Hemikaa Dedhia</b> Department: Brand & Social Media	<b>Victor Manickam</b> Role: Strategic Advisor
<b>Purav Rambhia</b> Department: Distributors & Dealers	<b>Siddhant Mahajan</b> Role: Data Analysis and Coordination
<b>Jigna Patel</b> Department: Sales	
<b>Hitesh Vora</b> Department: Supply Chain	
<b>Parin Chheda</b> Department: Swift	

## **Agenda:**

### **Establishing the Structure of Tuesday Meetings**

Key Discussion & Updates
<b>1. Sales Department updates - Jigna Patel</b>
<ul style="list-style-type: none"><li>Yearly Gross Sales Performance till December: ₹65 Cr</li><li>Monthly Sales Performance: ₹5 Cr achieved in December</li></ul>
<b>Mr. Victor's Inputs</b>
<ul style="list-style-type: none"><li>Emphasized the need for detailed sales reports broken down by customers to enable comprehensive performance analysis.</li><li>Suggested incorporating customer feedback trends to align future strategies.</li></ul>
<b>Action Items</b>
<ul style="list-style-type: none"><li>Jigna Patel to compile customer-wise sales data for weekly presentations.</li></ul>
<b>2. Distributors &amp; Dealers - Purav Rambhia</b>
<ul style="list-style-type: none"><li>December Sales Figures:<ul style="list-style-type: none"><li>Distributor Sales: ₹2 Cr.</li><li>Dealer Sales: ₹78 L.</li></ul></li><li>Pending Orders: ₹45 L</li></ul>

- Projections for January 2025:
  - Distributor Sales Target: ₹3.25 Cr.
  - Dealer Sales Target: ₹75 L.

### Mr. Victor's Inputs

- Weekly updates should focus on:
  - Primary Sales Data: Across all distributors
  - Dealer Performance Analysis: Top 10 dealer outlets to be identified and monitored.
- Recommended exploring distribution bottlenecks to enhance efficiency.

### Action Items

- Purav Rambhia to submit a weekly summary with detailed sales and outlet performance metrics.

## 3. Swift - Parin Chheda

- Provided the latest operational updates on the Swift platform's functionality and usage.

### Mr. Victor's Inputs

- Mandated that all meeting minutes (MOM) be uploaded on Swift promptly to ensure transparency.
- Directed the creation of a Training Calendar for all team members to become proficient with the platform.

### Action Items

- Parin Chheda to design and present a detailed training calendar by the next session.
- Siddhant Mahajan to collaborate with Parin for smooth execution of training schedules.

## 4. Brand & Social Media - Hemikaa Dedhia

- Delivered updates on ongoing branding campaigns and social media engagement metrics.
- Shared details of influencer collaboration strategies.

### Mr. Victor's Inputs

- Requested a detailed report on influencer performance and influencer status.
- Stressed the importance of team readiness for the Influencer Conference

### Action Items

- Hemikaa Dedhia to prepare and present an influencer status by Jan 10, 2025.
- Confirm team attendance and responsibilities for the upcoming conference

## 5. Supply Chain - Hitesh Vora

- Current Stock Levels: 3,980 cartons available.
  - Delay in achieving higher stock levels due to pending readiness of new storage space. Expected completion: January 10-15, 2025.
- Target Stock Levels: Plan to reach a minimum of 8,875 cartons post space readiness.
- Weekly updates to include SKU-level inventory aligned with sales department projections.

### Mr. Victor's Inputs

- Identified a critical gap in stock planning, making the ₹120 Cr sales target unfeasible under current stock levels.
- Collaborated with Siddhant Mahajan to revise calculations and set realistic projections for Q4.
- Recommended a focused review session with supply chain and sales teams to resolve planning discrepancies

### Action Items

- Hitesh Vora to meet with Siddhant Mahajan during the week to finalize revised stock plans.
- Updated inventory data to be presented at the January 7th, 2025 meeting.