

Tab 1

DATA ANALYSIS FOR 2026 STRATEGIC PLANNING BY EMMANUEL ADEKOYA FOR WESTGATE

2026 Strategic Growth & Performance Review

Driving Excellence in the Printer Department & Obaakran Branch Flagship Operations



Introduction

Vision: To be the ICT one-stop shop of choice.

Mission: Quality service delivered with warmth, friendliness, and individual pride.

Slide 2: Executive Summary – The State of the Business

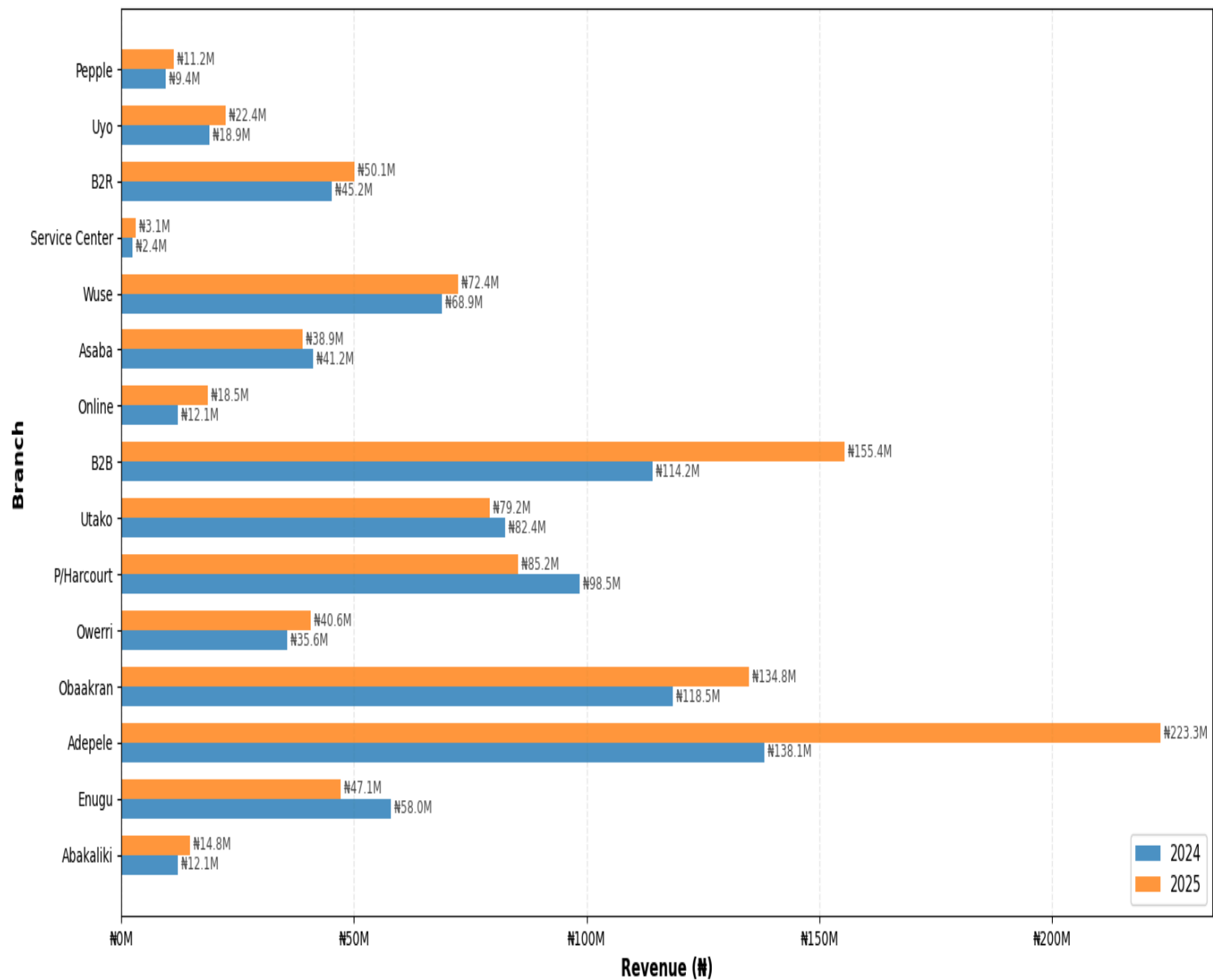
Content: * Overview: 2025 showed a pivot from general hardware to specialized solutions.

- **Total Printer Revenue Growth:** Strong upward trend led by Adepele and Online sectors.
- **Obaakran Status:** Remains the high-volume engine of the company, though category shifts are occurring.
- **Honest Assessment:**
 - *Working:* B2B loyalty and "Tank" system adoption.
 - *Not Working:* Laptop margins in Obaakran are tightening; South-East printer sales (Enugu/PH) face supply chain friction.

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Printer Revenue Growth Map (2024 vs. 2025)



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Slide 4: Printer Department – Strategy Reset Workshop

Visual: *SWOT Matrix* * **Strengths:** Authorized dealership status; 15-branch support network.

- **Weaknesses:** Consumable "Leakage" (Customers buy printers but source ink elsewhere).
- **Opportunities:** Managed Print Services (MPS) for B2B; Subscription-based ink replenishment.
- **Market Insight:** Customers are prioritizing **Total Cost of Ownership (TCO)** over initial purchase price.

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Slide 5: Printer Department – 2026 Roadmap

Content:

- **2026 Strategy:** Transition from "Printer Sales" to "Total Print Solutions."
- **KPIs:**
 - **Attach Rate:** 80% (Spare Ink/Toner sold with every unit).
 - **Service Leads:** 15% conversion from Service Center repairs to new unit upgrades.
- **Timeline:** * Q1: Roll out "Ink-Link" Loyalty Program.
 - Q2: B2B Regional Roadshows (Owerri/Asaba).
- **Resource Needs:** Dedicated "Consumable Inventory App" to track toner levels for B2B clients.

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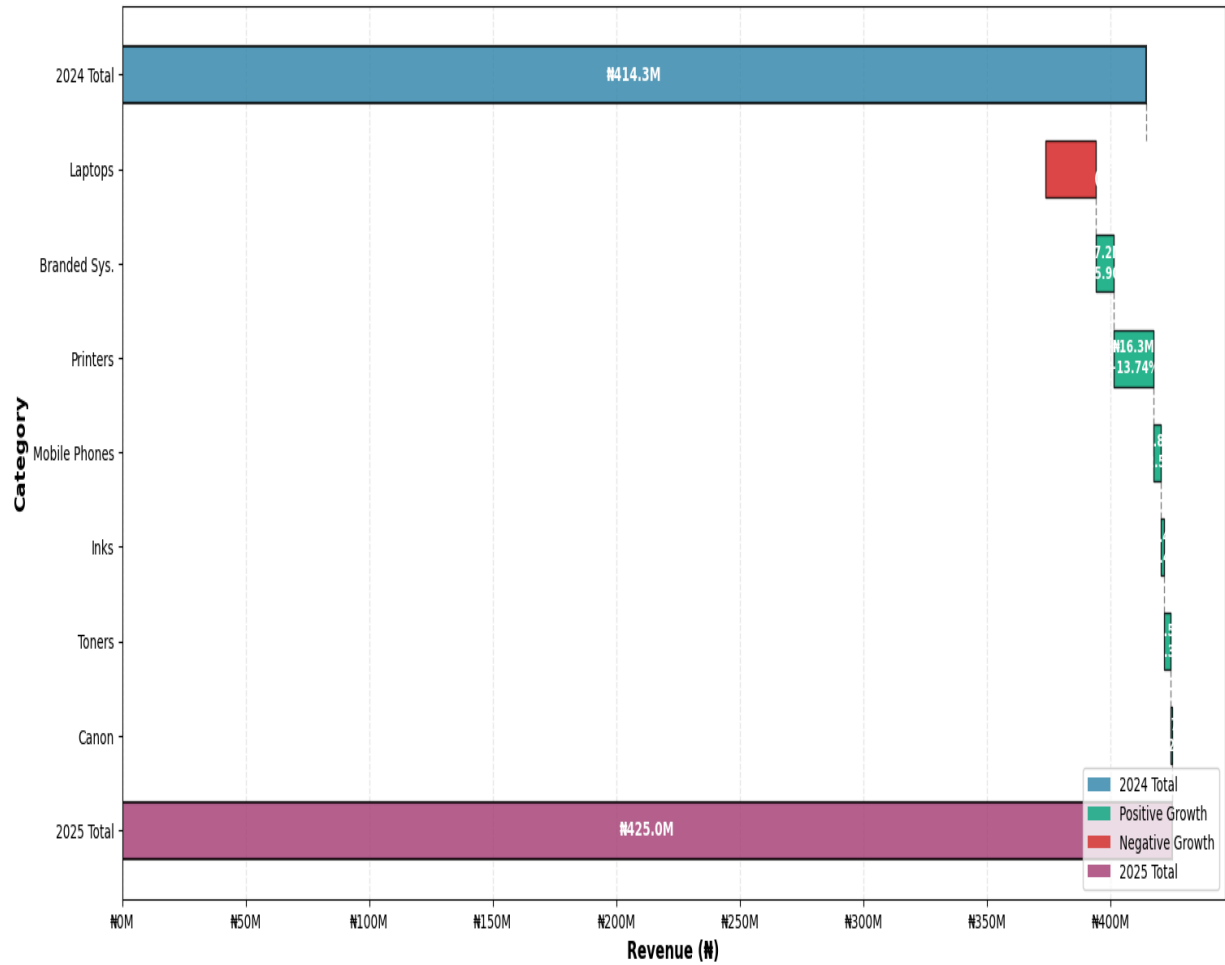
Slide 6: Obaakran Branch – Full Product Performance

Visual: *Waterfall Chart of Category Growth* **Category Performance (2024-2025):**

- **Inks: +25.5%** (The new profit anchor).
- **Mobile Phones: +22.6%**.
- **Printers: +13.7%**.
- **Laptops: -9.8%** (High competition/Price wars). **Insight:** Obaakran is successfully diversifying away from low-margin laptops into high-margin consumables and mobiles.

	A	B	C	D
1	Category	2024 Revenue (₦)	2025 Revenue (₦)	Growth %
2	Laptops	205,468,000.00	185,210,000.00	-9.86%
3	Branded Sys.	45,210,000.00	52,400,000.00	+15.90%
4	Printers	118,521,410.00	134,809,742.00	+13.74%
5	Mobile Phones	12,400,000.00	15,200,000.00	+22.58%
6	Inks	5,420,000.00	6,800,000.00	+25.46%
7	Toners	18,920,000.00	21,450,000.00	+13.37%
8	Canon	8,410,000.00	9,100,000.00	+8.20%

Obaakran Performance Snapshot - Waterfall Chart (2024 vs. 2025)



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Slide 7: Obaakran Branch – Strategic Assessment

Content:

- **Identified Gaps:** Peak hour congestion reduces "Warmth and Friendliness" (Mission impact).
- **Opportunity:** The "Creator Economy." Content creators in Lagos need specialized Canon gear and high-end printing.
- **Market Challenge:** Price pressure from Computer Village.
- **The "One-Stop" Solution:** Focus on **Warranty and Aftersales** as the differentiator, not just the price tag.

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Slide 8: Obaakran Branch – 2026 Strategy

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- **2026 Strategy:** "The Flagship Experience." Create dedicated zones for Canon and Enterprise Solutions.
- **KPIs:**
 - **Items Per Basket:** Target 2.1 (Up from 1.3).
 - **NPS (Customer Satisfaction):** Target 90%.
- **Resource Needs:** * Handheld POS systems for "Fast-Lane" ink/toner checkout.
 - 2 "Tech Brand Ambassadors" for the Canon Experience Desk.

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Slide 9: Growth Spotlight – The Adepele Blueprint

Content: *How did Adepele grow 61.7% in Printers?*

1. **Stock Availability:** Maintained 95% "In-Stock" rate on high-demand MFP units.
2. **B2B Integration:** Aggressive prospecting of local businesses within the branch radius.
3. **The "One-Stop" Bundle:** Mandatory sales training on bundling toners with hardware. **Action Plan:** Implement the "Adepele Bundle Script" across all other 14 branches by Q1 2026.

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Slide 10: Conclusion & Call to Action

Content:

- **Summary:** Our data shows that **Loyalty (Consumables)** is outperforming **Transactions (Hardware)**.
- **Next Steps:**
 - Approve the "Consumable First" inventory budget.
 - Schedule the 2026 Regional Training Workshop.
- **Closing Quote:** "True individual pride is seen in our aftersales support."
- **Q&A Session.**