

# Bootcamp Ayiti Analytic

## BI project / Boutique

### Team Members

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### 1. Introduction

Business analysis is a research discipline that helps us target business problems and the optimal solutions which respond to the business need. These solutions can be about technology, the organisation's business , sales strategy or development policy. Therefore, the owner of boutique products, which is a store that focuses on the sale of food products and household items, wanted to find more ideas about his business operations . On this, the owner asks himself if he should continue to sell tomato paste or not. Michel, the owner's son contact us to make a to make an in-depth analysis on the transactions that concern this specific product

- **Context**

This project is written as part of a business analysis assignment, in which the group was asked to draw out insights on a company called “Boutique product” from the data on the transactions of said company during 3 months

- **Problematic**

The problem of this company lies in the fact that boutique products are not able to sell out the stock of tomato pastes over a period of one month while it replenishes the stock every two weeks.

## 2. Research the organization

- **Boutique product 's objectif**

The aim of Boutique Products is to maximize his profit and optimize the management of the cans of tomato paste inventory.

- **Boutique products value**

Boutique products open Monday to Friday from 7am to 10Pm, Saturday to Sunday from 9am to 10PM

- **Organizations interaction**

The boutique organization has relationships with suppliers, families, employees and customers

- **Measure of success**

The boutique organization measures his success by increasing his profit and having a good flow of in-out customers in the business

## 3. Client

- **What are your client's motivations?**

My client wants to give his father a clear idea of how to manage the tomato paste stock and the business. He is accountable to his father, who owns the store. He is not an employee in the store, he just gives advice to the owner.

- **How does the client measure success?**

Michel's son measures success by the increase in profit on the company's bank account and by the fact that he stops wasting tomato paste every month.

### **Other revelants stockholder**

- **Who are the relevant stakeholders?**

The relevant stakeholders are Michel and his son, the customers, the suppliers

- **What authority or power does each stakeholder have?**

- ❖ Michel is the owner of the store so he can decide to stop selling tomato pastes.
- ❖ Customers have the power not to buy tomato paste if the price or quality is not right for them
- ❖ Michel's son wants to give clear ideas to his father about the business operations

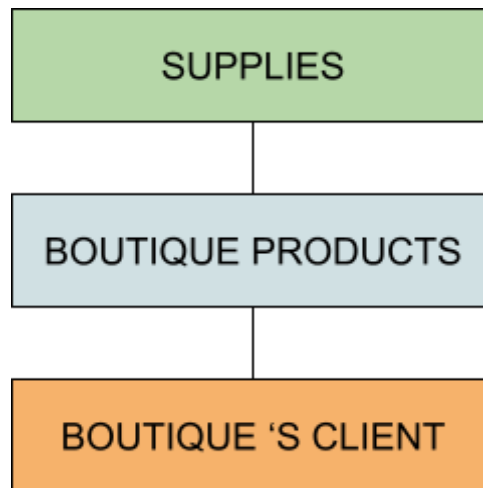
#### **4. CONCEPTUAL MODEL**

- **Who are the stakeholders impacted by the problem?**

The stakeholders affected by this problem are:

- ❖ Michel because Each month, Michel makes a deficit of several cans of tomato sauce
- ❖ Michel's client: If sales are decreasing, it's because customers are not buying much, which means that there is a problem with the products.
- ❖ Suppliers: in the event that Boutique Product no longer sells product, suppliers will be affected by a drop in sales

- **Relationship between the stakeholder:**



- **Why is this problem important to the organization?.**

In a company, when there is an accumulation of loss in the monthly balance sheet, this company is subject to bankruptcy. Therefore, it is important for boutique Product to solve this problem before it is too late.

## **5. Methodology**

To realize this work, we used the data given to us by Michel's son. Then we did the processing and analysis of the data using Microsoft Excel spreadsheet tool. We looked at the amount of products purchased over a two-week period to find the relationship between excess product purchases and the monthly loss. We looked at the total cost in comparison to the total selling price. We also looked at the sales' evolution.

## **6. Measures of Performance: How do the client, organization and other stakeholders measure the Business Problem?**

They think that the problem is serious because the customers are not totally satisfied, there is a waste every month and a considerable loss

## **7. SWOT Analysis**

- **Strength**

- Possession of information on sales and purchase
- Never out of stock
- Record of data on the operations of the Boutique

- **Weakness**

- Poor stock management
- Lack of knowledge of customer preferences

- **Opportunities**

- The owner can adjust his purchasing policy in proportion to the demand
- Michel can focus on customer preferences

- **Threats**

- The company is subject to bankruptcy

## **8. Alternatives solutions**

Considering the quantities bought and sold in each brand, we can see that the brand b is the least sold, so as alternative solutions we propose:

- ❖ A better management of the supply
- ❖ A considerable decrease in the purchase of brand b tomato cans
- ❖ Try to find another supplier who sells the same products at a lower cost.
- ❖ Try to know the preferences of the customers

## Recommendation

- **Setting up a system to optimize the stock management**

The results observed in the stock analysis show that the stock turnover period (2 weeks) does not coincide with the stock flow rate. As a result, the manager finds himself with a lot of expired products, i.e. 3383 cans over a period of three months.

Setting a system that will help to monitor efficiently the evolution of the stock will help the manager of the boutique to better optimize his operation and diminish the loss on the perishable items.

- **Acquisition or training of competent human resources**

According to the data received, during the last three months an average loss of 60,230 gourdes was observed in the tomato paste activity. Tomato paste is always available for customers to buy.

The poor management of the stock shows a lack of competent human resources in the organisation.

Training or acquiring competent human resources will help the organization to minimize the loss on the organization's activity

- **Adopt a new marketing strategy or increase the price of tomato paste cans**

Looking at the profit Michel makes on the products, that is 1.25 gourdes per can on brand A, 67 cents on brand B and 1 gourdes on brand C. If not, he will have to intensify his marketing strategy to activate the sale.