



Executive Report: *The Journey of a Unicorn — On an Uneven Road*

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🌟 Highlights of Progress

- **Expanding Reach:** Brand presence now reaches over 250 million potential customers across the country.
- **Customer Growth:** Increased client base—581 in 2015 to 680 in 2018.
- **Technology Leadership:** Leading vendors (Canon, Logitech, HP) drive sales.
- **Seasonal Engagement:** Holiday discounts boost goodwill.
- **Innovation Momentum:** Delivery of tech items has increased significantly.

⚠️ Areas of Concern

- **Regional Imbalance:** Central states show slower adoption compared to coastal strongholds.
- **Logistics Strain:** Delivery delays impact satisfaction and slow business momentum.
- **Profit Squeeze:** Generous discounts affect margin sustainability during festive periods.
- **Documentation Issues:** \$123,000 in data debt due to poor documentation practices.
- **Growth Plateauing:** Minor increases in customer base may suggest saturation.

🔧 Recommendations for Recovery

Focus Area	Action Plan
Logistics	Improve delivery speed and infrastructure
Marketing	Invest in outreach within underperforming areas
Pricing Strategy	Recalibrate promotions to protect profitability
Data Management	Upgrade systems to eliminate documentation gaps

✨ Final Thought

Unicorn has enchanted many—but sustaining flight calls for clarity, courage, and smart interventions. With renewed vision and precision, she can soar even higher.