

The Journey of a Unicorn: On an Uneven Road



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UNICORN

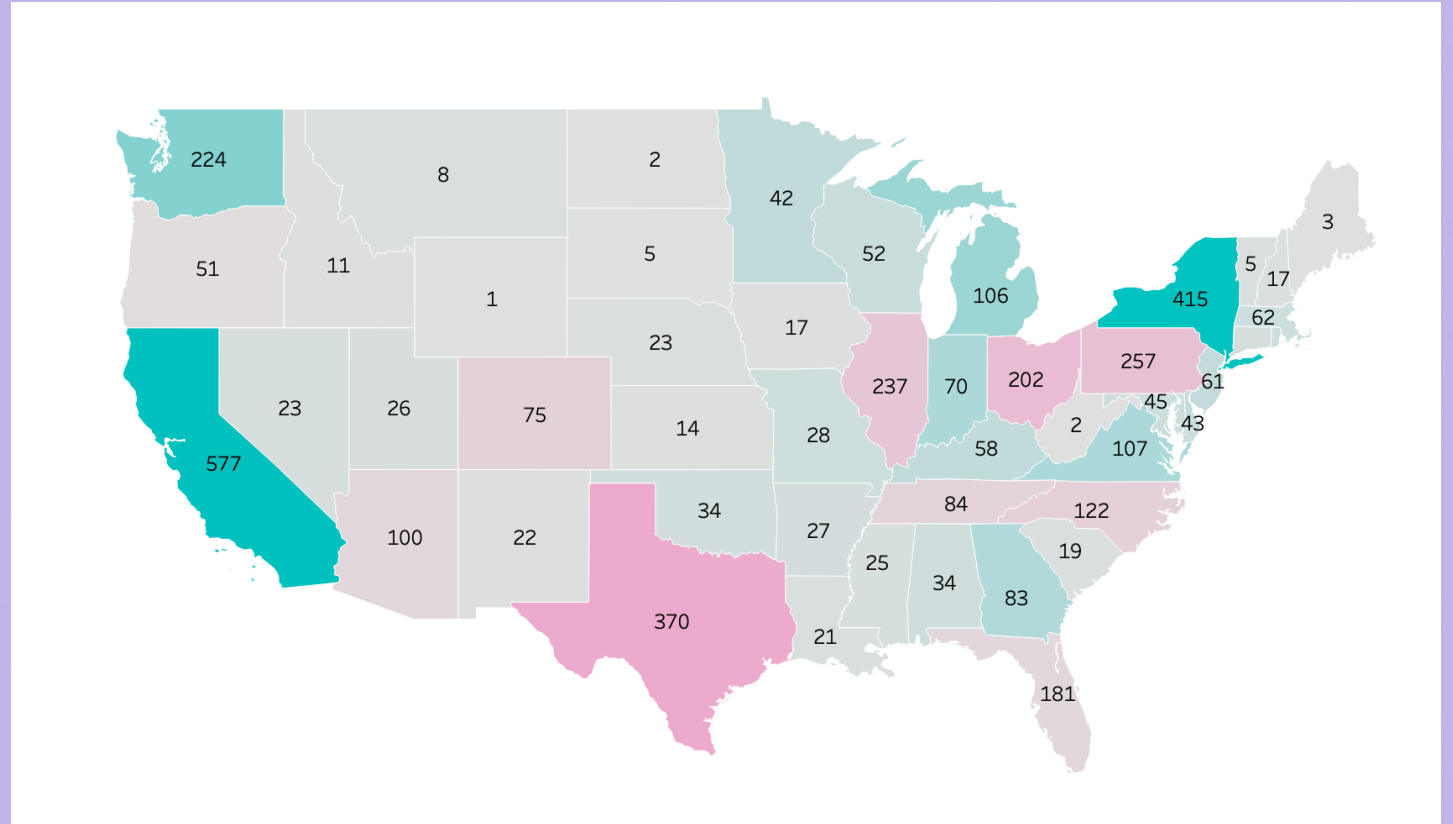
The Uneven Road Begins

In early 2015, as snowflakes touched the earth, our ideas gave birth to Unicorn. Raised with care, she stumbled, she soared. But the road was never smooth.



Where the Unicorn Soars — and Falters

From East to West, our Unicorn waves to over **250 million people**. She glides boldly above **New York** and **California**. But in the centre, her wings tire—supported by a modest number of **680 customers by 2018**, up from **581 in 2015**.



September Lift — Rising Through the Seasons

By September, when
nature begins to say
farewell to summer
and the leaves dance
their way to the earth,
our Unicorn heals
from the heatstroke—
and flies higher



UNICORN

Wings of Innovation — Technology Takes Flight

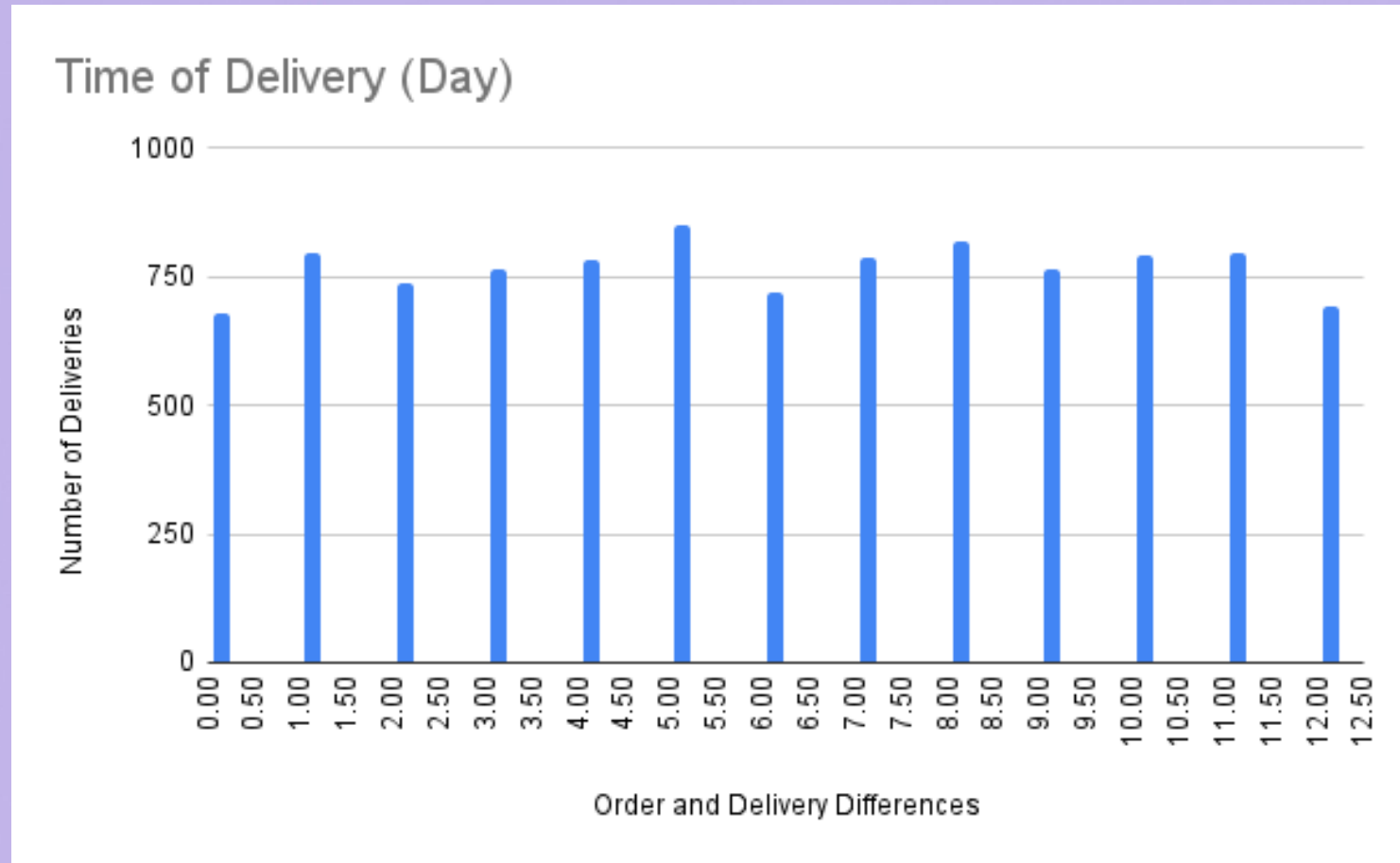
As time passes and technology evolves, our Unicorn evolves too. She delivers more technological items than ever.



UNICORN

When Unicorn's Wings Drag — Delivery Delays

Despite soaring ambitions, our Unicorn flies slow. Her deliveries delay, and momentum suffers. The wind beneath her wings isn't strong enough—especially where logistics fail to keep pace.



When Santa Rides the Unicorn — A Generous Flight

As Christmas nears, Santa rides our Unicorn, showering joy and gifts in the form of generous discounts. Smiles abound—but beneath the cheer, Unicorn's power fades. Her profit shrinks under the weight of goodwill.



A Paper Trail Lost — Documentation Gaps

Unicorn's
documentation fails.
“Other
Manufacturer”
deliveries hit
\$123,000—data
debt hit the data
bank!

Category	Manufacturer	Total Sales
Technology	Other	\$123,509.00
	Canon	\$107,506.00
	Logitech	\$67,375.00
	Hewlett-Packard	\$59,434.00
	Cisco	\$52,523.00
	Samsung	\$46,664.00
	Plantronics	\$37,905.00
	Polycom	\$25,899.00
	Panasonic	\$20,496.00
	Apple	\$19,492.00
	Cubify	\$19,100.00
	Okidata	\$17,111.00
	3D Systems	\$16,640.00

RECOVERY ROOM

- **Treatment Plan**
- 🕒 Amplify Marketing in the Central States
- 🚚 Rethink Shipment Methods for efficiency
- 📦 Offer Seasonal Specials — with precision
- 🎅 Ask Santa to slow his generosity
- 🧠 Upgrade Documentation — or change the system entirely



Preserving the Last Unicorn

To protect the last Unicorn, we must walk beside her. Her survival depends on smarter care, collective strategy, and bold vision.

