



Ollie's Bargain Outlet Inc.

Attention to: CEO John Swygert

Maya Bayram

# HAPPY 40!

## Background View

In celebration of our 40th anniversary, next year, 2022, Ollie's looking to grow its army and agglomeration. Entering the digital market by introducing our e-commerce, "**Ollie's Online**", would be a beneficial way to attain our goals: **boost our sales and satisfy our customers for a successful expansion.**



# Ollie's Expansion from the Year 2016 till 2020

## In 2019:

- Number of stores: 303
- Number of employees: 7 700

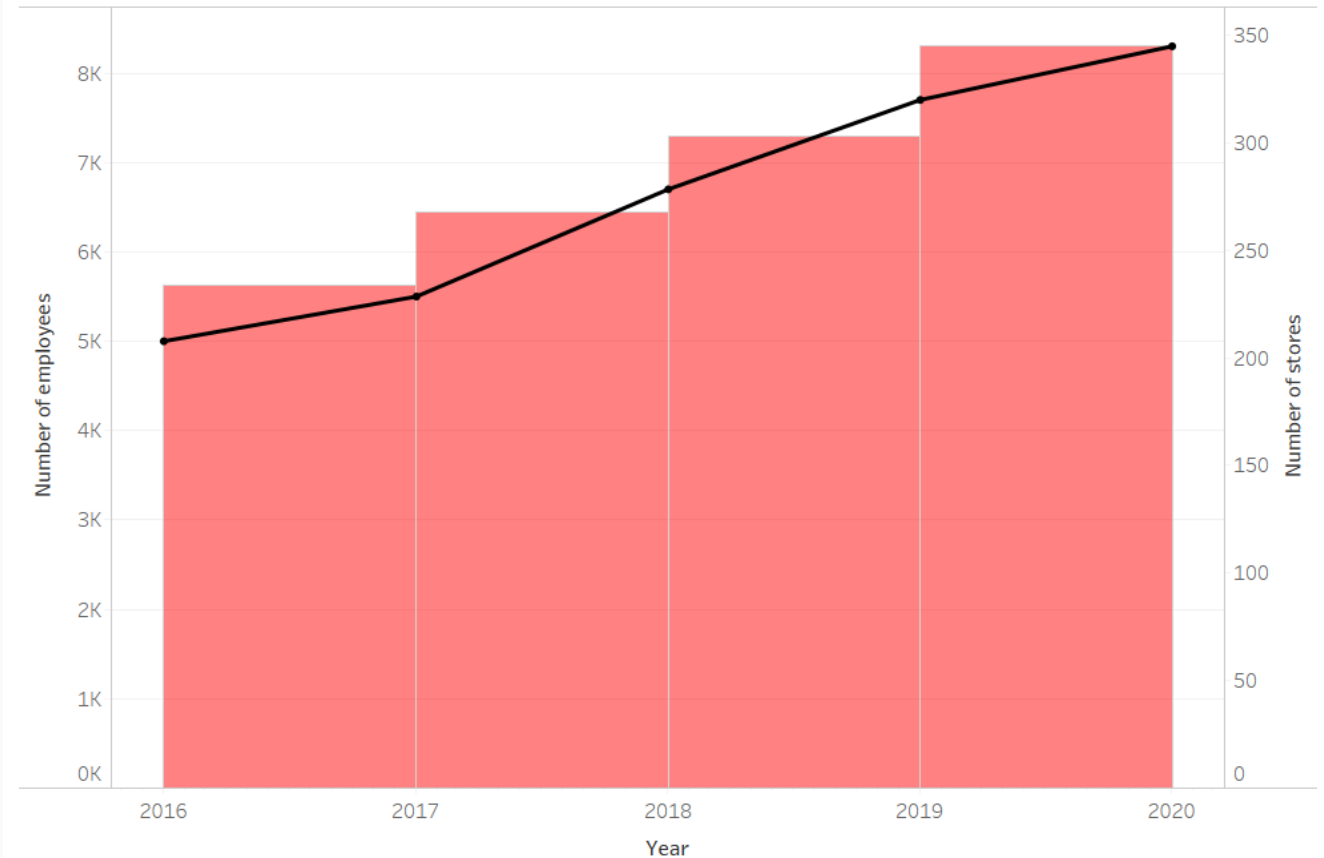
## In 2020:

- Number of stores: 345
- Number of employees: 8 300



Despite Covid-19, we were still able to expand.

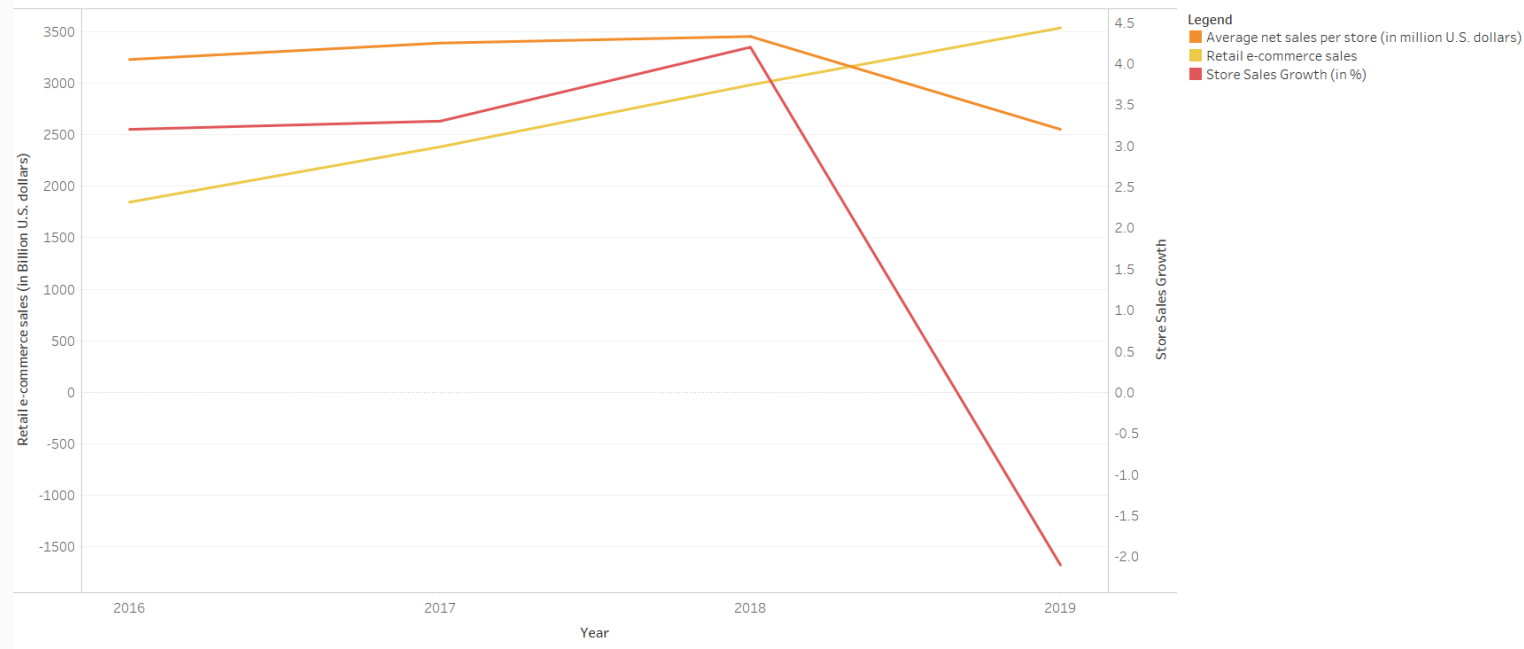
Ollie's Growth from the Year 2016 till 2020



# E-Commerce Vs. Retail



Retail Sales vs. E-commerce sales from 2016 to 2019



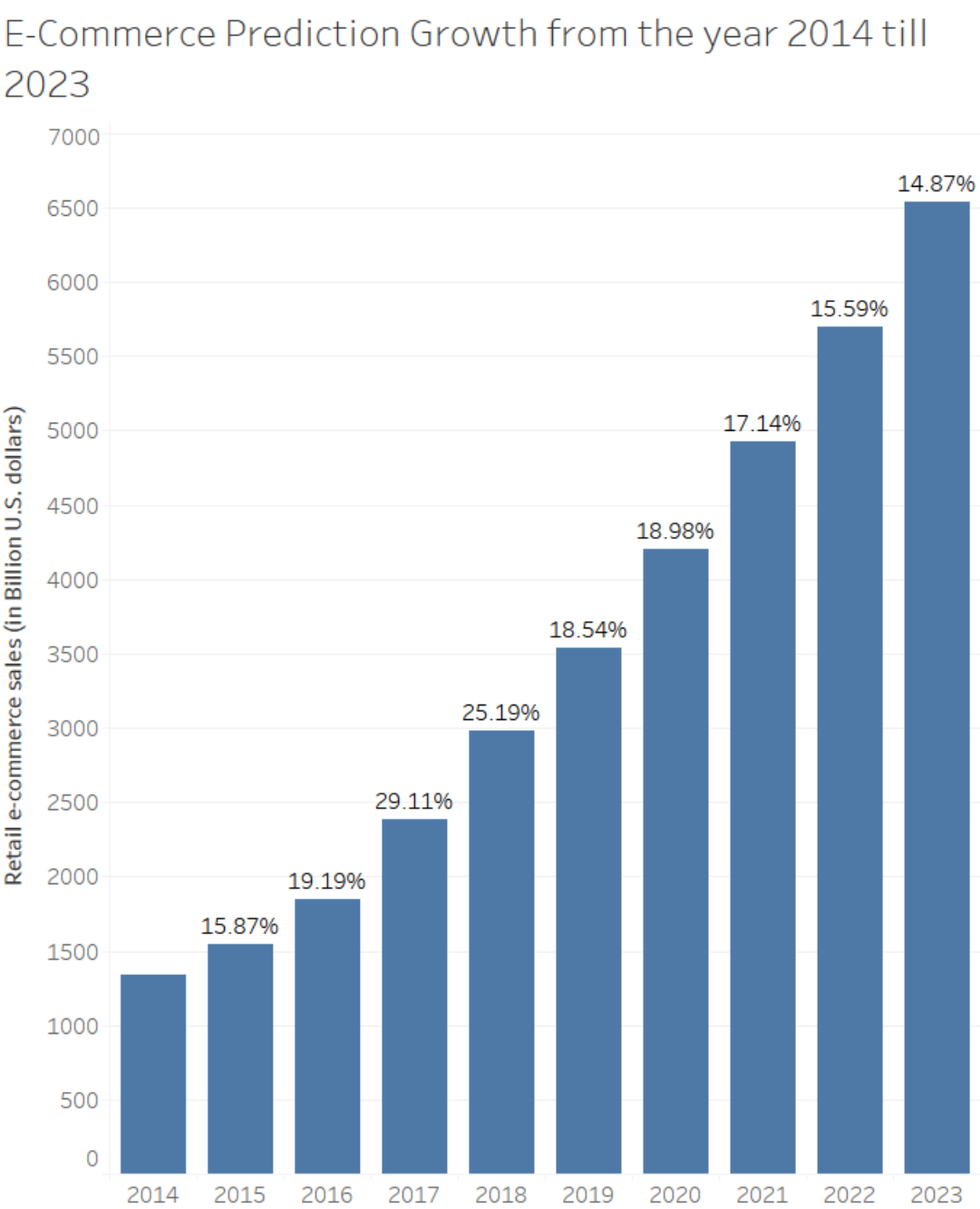
After witnessing a surge  
in the sales in 2018,  
**Ollie's store sales**  
dropped drastically in  
the year 2019.

**VS.**

Since 2016, **E-commerce sales** have been constantly growing and is still predicted to grow.

# E-Commerce Prediction

“Ollie’s Online” is a good idea!



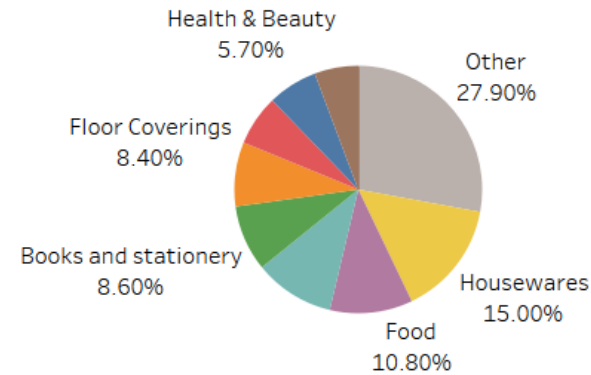
# Sales per Category: Ollie's Vs. Competitors

Considering new merchandises!

- Clothing
- Electronics
- Housewares



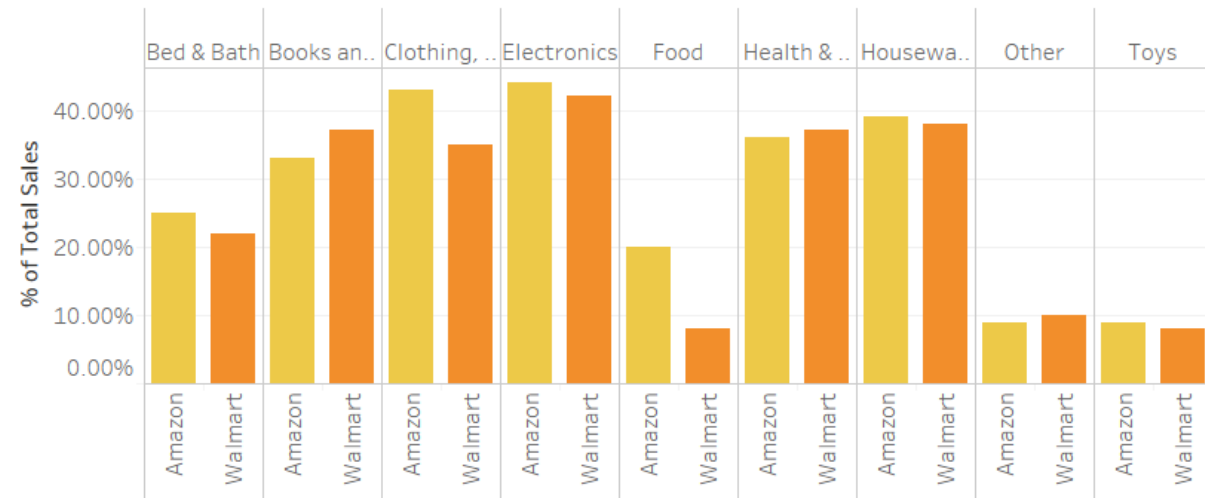
Ollie's Yearly Sales per Category



Category  
Other  
Housewares  
Food  
Bed & Bath  
Books and statio..  
Floor Coverings  
Electronics  
Toys  
Health & Beauty

Highlight Category  
No items highlighted

Competitors E-Commerce Sales per Category -



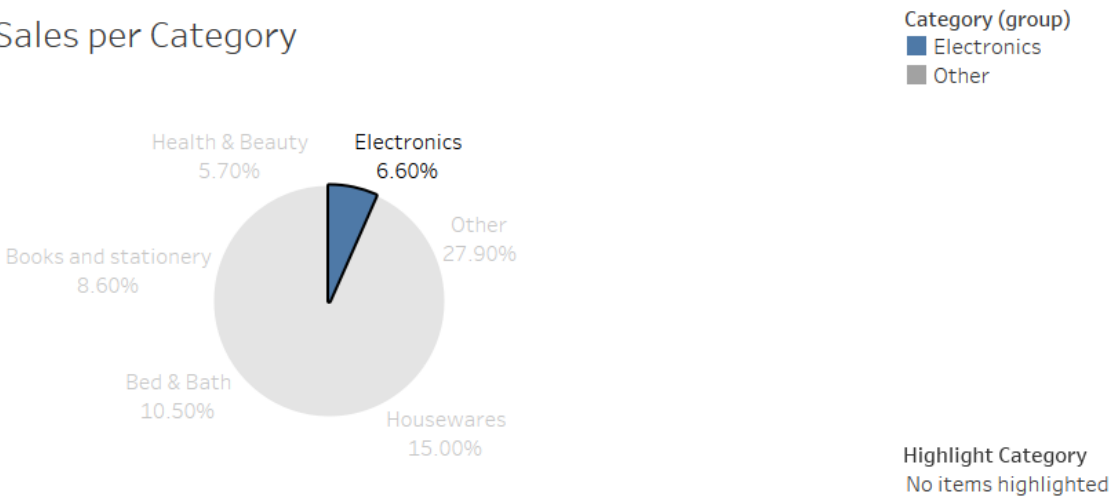
Interactive Category.twbx

# Sales per Category: Ollie's Vs. Competitors

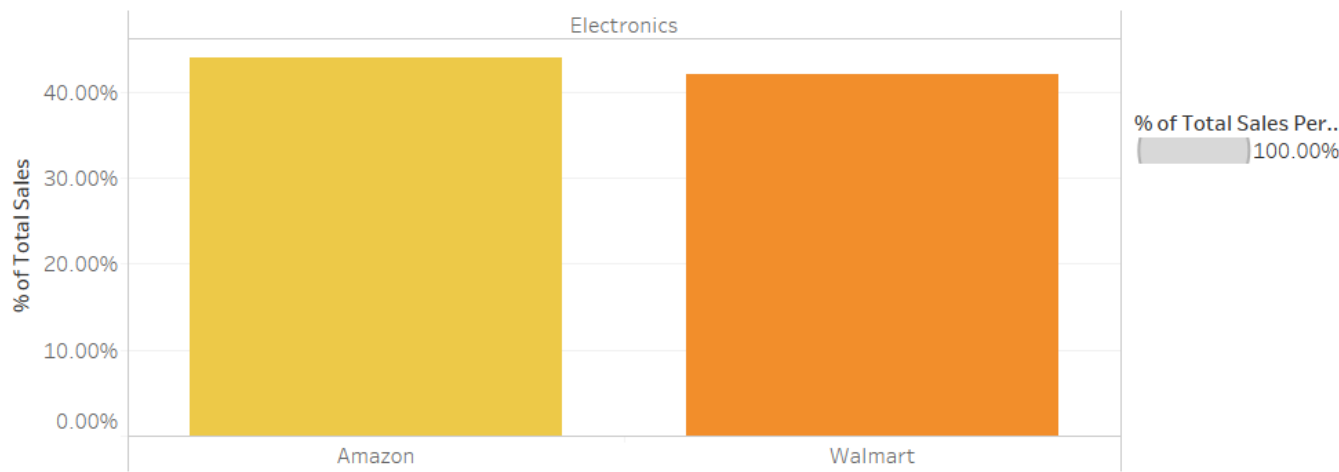
Electronics



Ollie's Yearly Sales per Category



Competitors E-Commerce Sales per Category -

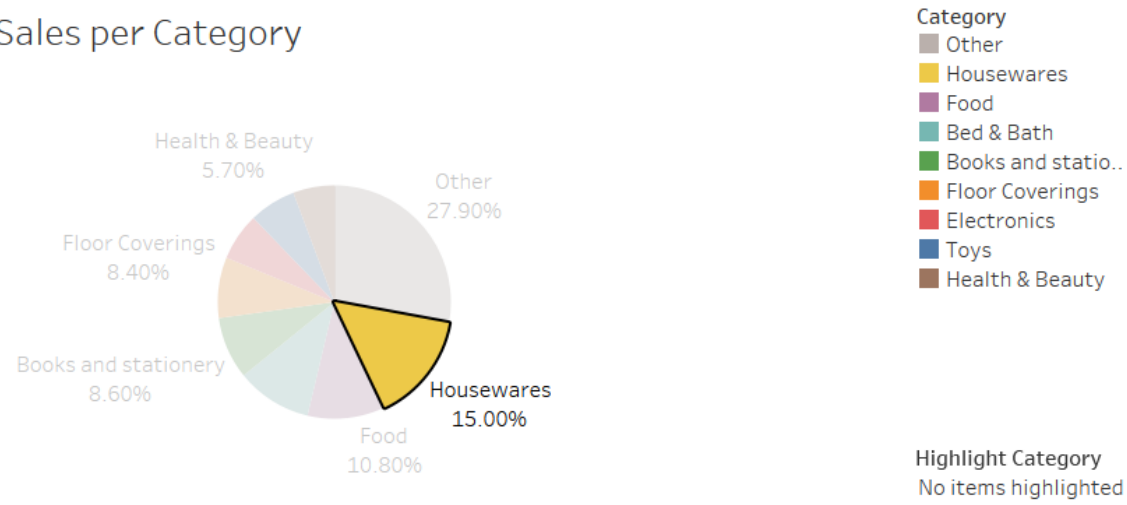


# Sales per Category: Ollie's Vs. Competitors

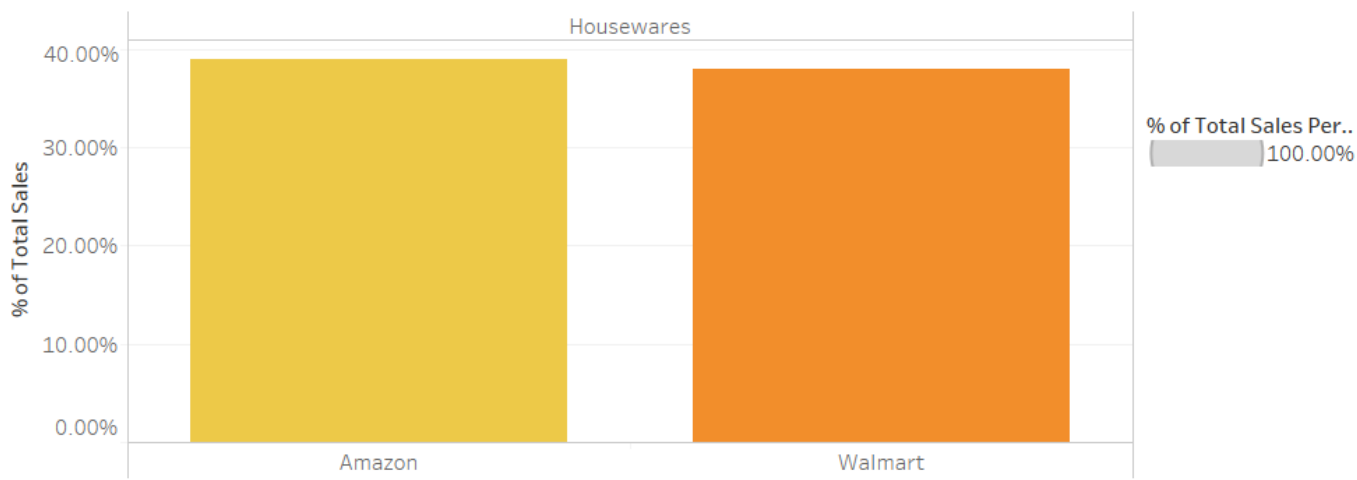
Housewares



Ollie's Yearly Sales per Category



Competitors E-Commerce Sales per Category -





Investing in the  
analytical  
department will  
put Ollie's in the  
lead



Funding for further research will allow Ollie's to:

- **Expand further** without jeopardizing its values
- **Increase Ollie's Army** by adding **new merchandise** in sync with the trend that would attract more customers



HAPPY 40!