

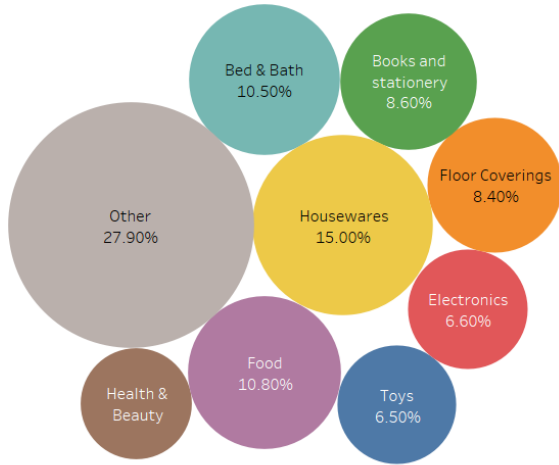


# It's Time to Get More in Less! Ollie's Online, a Profitable Investment

Ecommerce would target more customers and increase sales

## Ollie's Sales Breakdown

### Ollie's Yearly Sales per Category



Looking into Ollie's sales per category and comparing it to the competitors online sales per category, we realize the main categories to start our e-commerce with as well as the different price ranges that would maximize our sales.

## Overall E-Commerce Increase in 2020

### E-Commerce

44.0% ↑

YoY 2021 YoY 2022

8.73% ↑ 7.14% ↑

### Retail Commerce

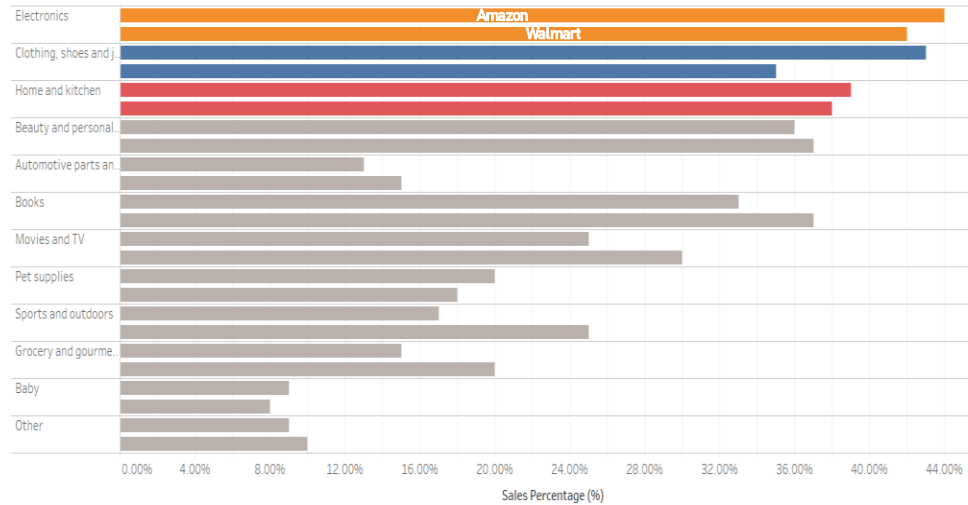
10.6% ↓

YoY 2021 YoY 2022

2.07% ↓ 3.13% ↑

## Understanding the leading categories of the major competitors in the online market

Amazon and Walmart most popular categories in 2020



## To maintain the growth, look at long term outcomes

The study's observations would be immediately noticeable by the surge in our customer base and sales.

### Short Term

### Long Term

End of 2021

End of 2022

End of 2023

End of 2024

- Customer base
- Sales
- Profit

- Collection of more accurate data
- Introduction of other Dept.

- Better Organization of in-store display
- Introduction of other Dept.

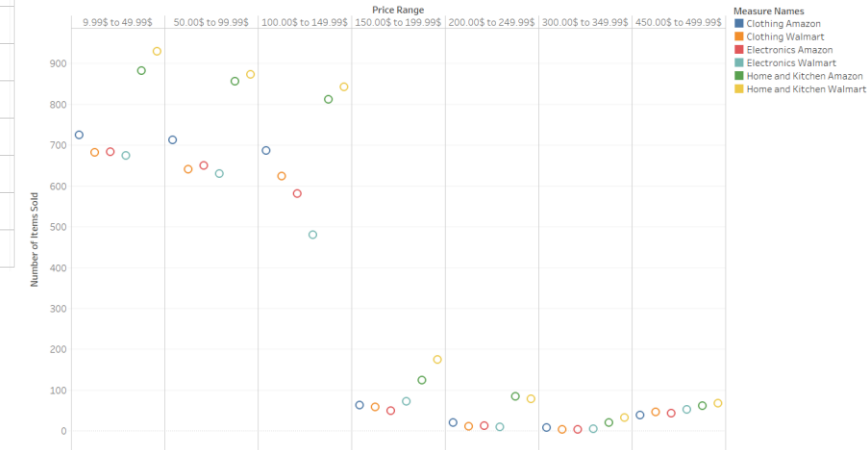
- Physical and Online expansion
- Market focused merchandises

## 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.

The current trends tell us to start the e-commerce with Electronics, Clothing and Home & Kitchen categories.

Number of Items Sold in Function of the Price Range



The lower the price the more it is purchased. This puts Ollie's in advantage since the majority of our prices are in the lower range.

## Are You Ready to Invest?

Your investment would help Ollie's grow!