

Business Assessment

	Launch	Grow	Conquer
% of clients	50%	30%	20%
Subscription fee	€29	€99	€199
ARPU*	€70	€180	€480
Fee per order (avg.)	€0.09	€0.08	€0.05
Modules**			
Fulfillment	✗	✗	✓ (30%)
Shipping	✓ (100%)	✓ (100%)	✓ (90%)
Notifications	✗	✓ (50%)	✓ (80%)
Returns	✓ (40%)	✓ (90%)	✓ (75%)

✓ Most of the functionality is included in current plan

✗ Most of the functionality is not included in this plan

Currently, we have such main product areas that you could differentiate in different models

- Fulfillment - picking & packing functionality
- Shipping - integrating couriers, printing shipping labels, generating courier pickups
- Tracking - tracking portal, tracking pages for orders, tracking notification emails
- Returns - self-service returns portal
- Desk - customer support tool for our clients (like Zendesk)

My Approach and Ideas:

- Undoubtedly, the optimum production of the process and model will reach the strongest points with the analysis of the data.
- Firstly, In the model process, the package analyzes of the existing customers are created by creating multipliers with the determined model and a detailed analysis process should be initiated.
- It is essential to perform analysis by modeling the data of existing customers with model values.

- Although the current model has been established, if there are past uses of customers in the new market share or by estimating according to the product sales type, a questionnaire should be applied.
- After obtaining all data at the highest level possible for both past and new customers and even potential customers, it would be best to carry out a final study for the model.
- Considering the sample model;
 - ✚ In the pricing process, it is important to increase the satisfaction of the customer by taking the maximum efficiency in the package and not to limit the profit status on behalf of our company without observing the upper limits.

We can summarize this situation as follows:

The Clients has high capacity transactions or a model that will not cause loss to the additional budget and customer portfolio should be created due to the inability to benefit from the rights of use in the package during the use process by providing high success that it cannot predict.

It should also be possible for the customer to renew the package in the process.

Each factor variable has a important value in model creation.

- Based on the average fee per order variable,

Fee per order (avg.)	€0.09 x data	€0.08 x data	€0.05 x data
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For Launch ; (€0.09 x ?) + €29 = €70

When this factor is analyzed, It makes sense for a clients to select if there is a number of processed orders under **455.**

For Grow ; (€0.08 x ?) + €99 = €180

When this factor is analyzed ; clients should be selected if there is an average number of orders processed between **456 and 1013.**

For Conquer ; (€0.05 x ?) + €199 = €480

It is logical for clients to select if there is an average number of processed orders between **1014 and 5620.**

- The cost analysis of each factor is also important in creating a customer package during the model creation phase.
- Costs(paid taxes and mandatory fees)= (average costs per product x product unit process multipliers) + Notification costs(SMS etc.) x Average of Notifications) + (Average cost per product in return process x average number of return products) + (personnel costs average per clients x model selection client % value) < Model prediction
- As each customer will be evaluated in each customer option, the product sold by the customer and the channels to be sold and the customer portfolio of the countries should be examined meticulously.