Issue Tree

What opportunities exists for ABC(SME) start up after seeing revenue fallen by 25% during 1st half of 2018 compared to 2017 data to bring revenue losses by 0% at the end of 2018 through new product and delivery strategy or closing stores at low revenue?

- **Customers are leaving**
  - **Product quality issues**
  - **Cart abandonment**
    - **Out of Stock**
    - **High Pricing**
- **Future work**
- **We're making customer leave**
  - **Technology and Operations**
    - **Website down**
    - **Late delivery**

H D E I P