

Agenda

AGNOSIS PVT.
LTD.

What this presentation covers

01 Analysis of Profit-Loss Account

02 Analysis of Profit

03 Underperforming Products

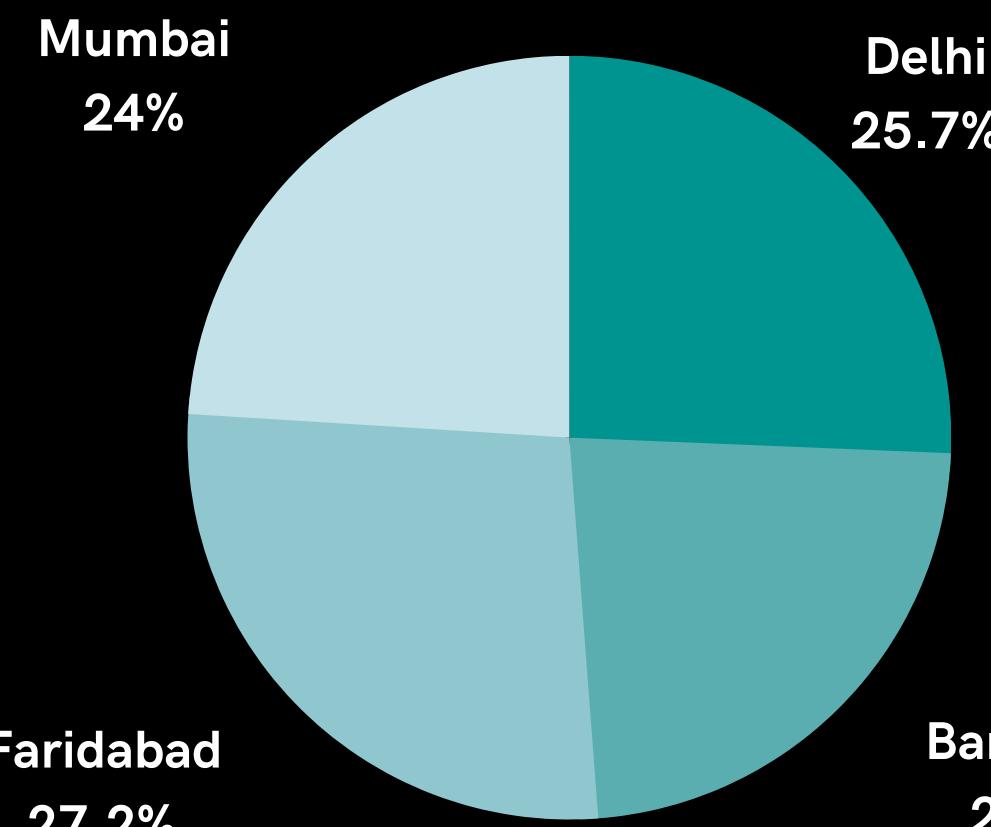
04 Ideal Time Slots for stores

05 Marketing Strategies

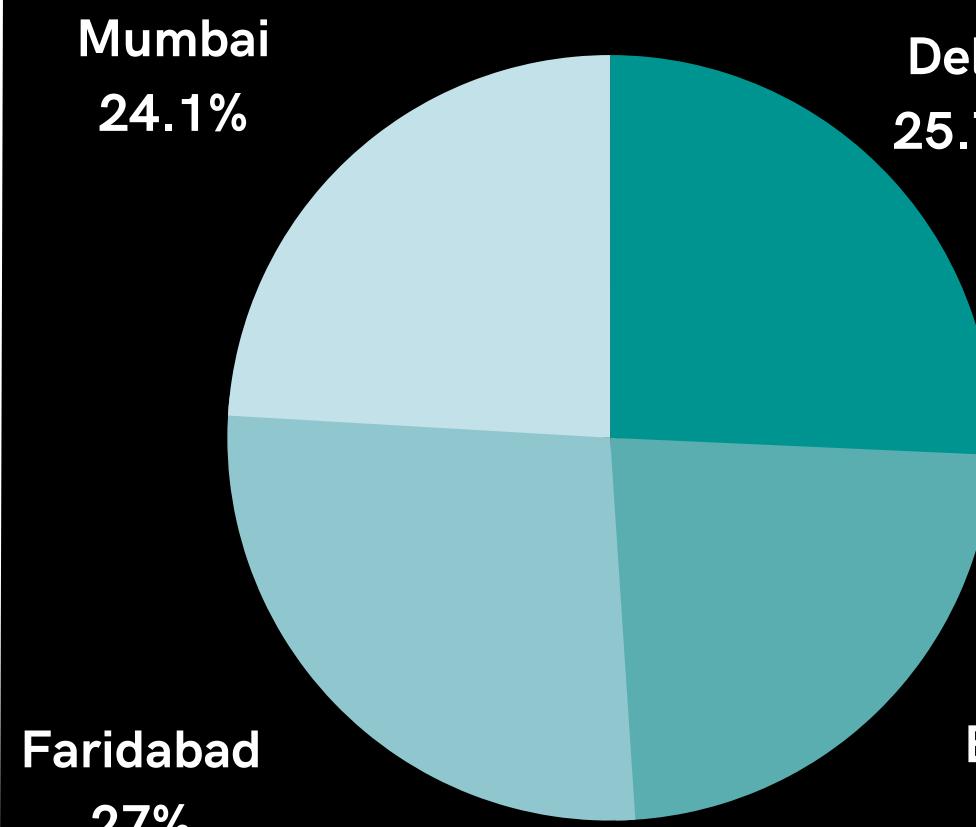
06 Online Launch - Problems

07 Membership Benefits

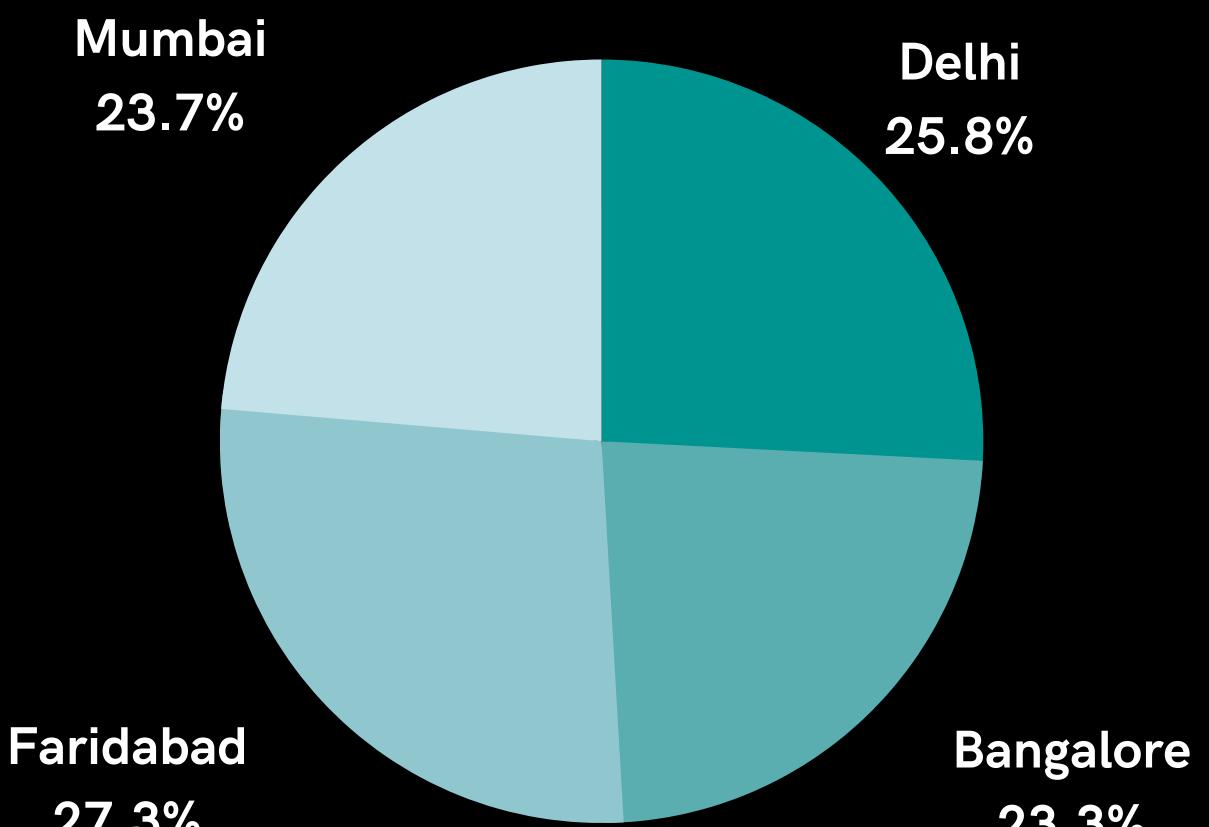
ANALYSIS OF PROFIT & LOSS ACCOUNT



SALES



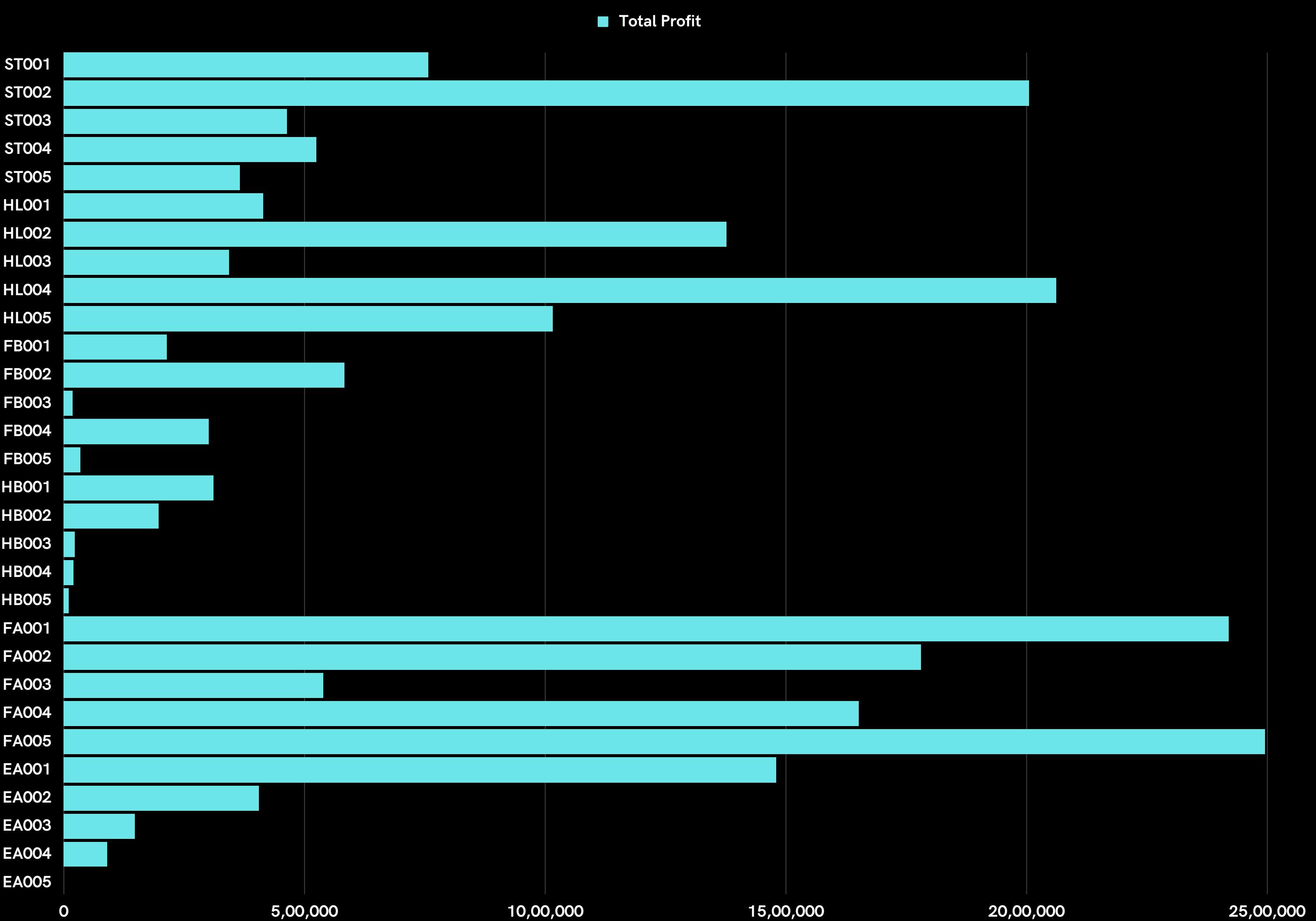
REVENUE



PROFIT

Comparing the sales, revenue and profit of all four cities, we conclude that it is profitable for Agnosis Pvt Ltd. to expand its business into tier - 2 cities.

NET PROFIT EARNED THROUGH EACH PRODUCT



UNDERPERFORMING PRODUCTS



EA005 -

**Atomberg Ikano120 cm
Sweep 3 Blade Ceiling Fan**

Reason -

It is an electrical accessory and a supermarket is not the best place to buy one. The size of the fan is too big for customers of the given cities as most live in apartments

Strategy -

- Including more electrical gadgets like heaters, blenders, etc. under a newly formed category of electrical appliances.
- The other option is to scrap the product because it is barely bought.

01



HB005 -

**Lakme True Wear Nail Color
Shade Wild Flower 9 ml**

Reason -

The company does not have a large selection of makeup products. Furthermore, it only has one brand.

Strategy -

- Diversifying the range of make-up products available
- Adding products of multiple brands
- Selling products in the form of hampers containing various types of make-up products, with discounts

02



FB003 -

**Britannia Bread Brown
400 g Pouch**

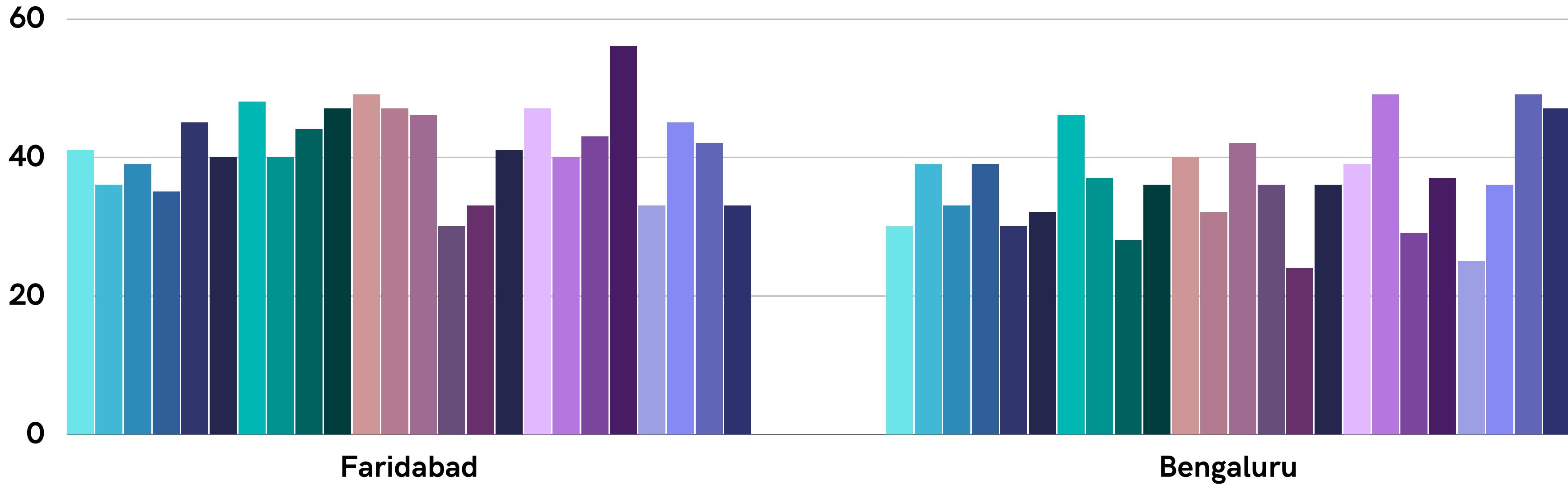
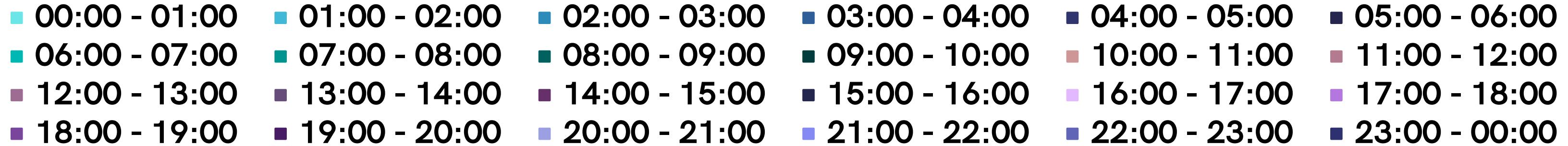
Reason -

Bread falls into the category of "fresh" products, which are generally preferred to be delivered immediately, which is difficult to achieve in supermarkets.

Strategy -

- Dividing products into two categories: those that are preferred to be delivered immediately (which includes bread) and those that do not have any time constraints

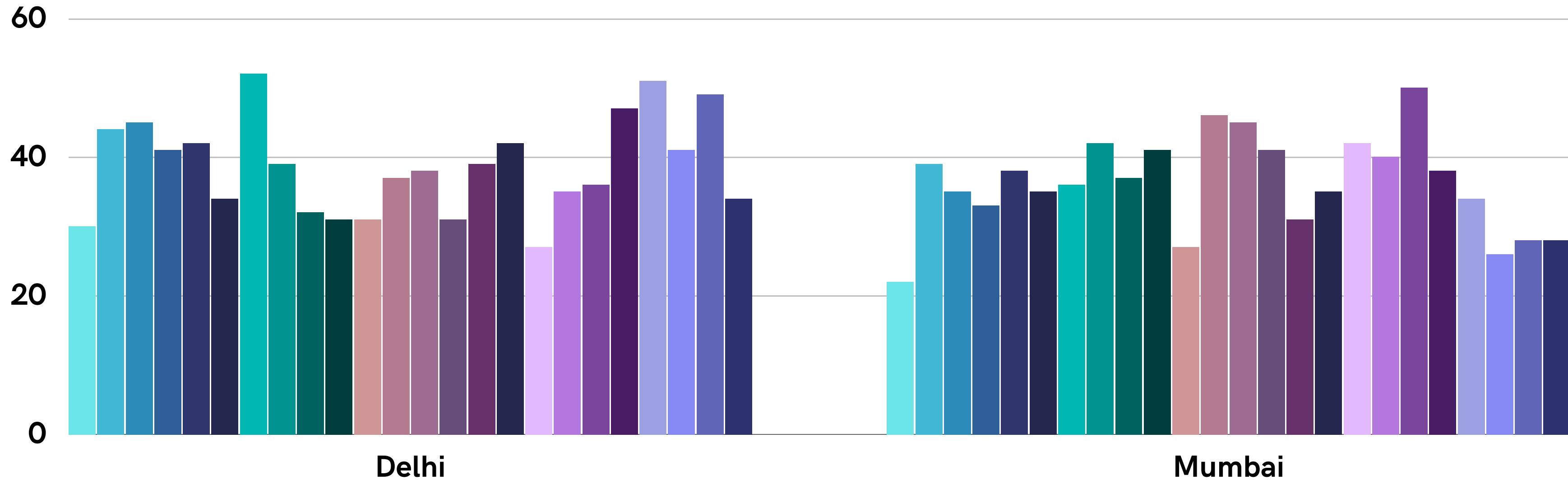
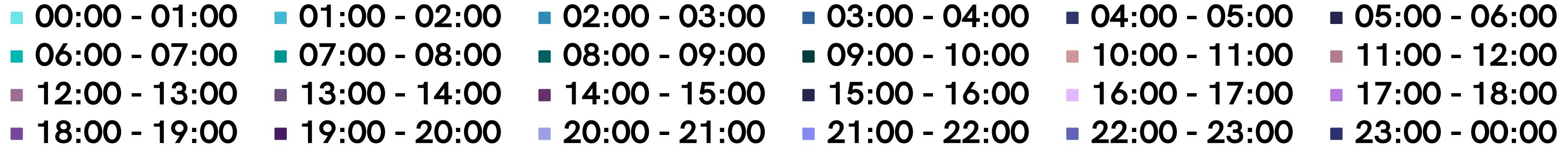
03



OPEN
TIME
SLOTS

Faridabad
04:00 - 23:00

Bengaluru
06:00 - 00:00



OPEN
TIME
SLOTS

Delhi

01:00 - 08:00
14:00 - 23:00

Mumbai

01:00 - 20:00

ONLINE LAUNCH - PROBLEMS

Delivery

The delivery depends on the distance between the customer and the existing distribution centers and the offline shops, thus setting up a good delivery system will be a huge issue

Inventory

Due to the variety of different products and no brand variety in them, people might prefer other markets. Hence keeping a varied and fully supplied inventory is going to be a key task

Customer Loyalty

Acquiring a good customer base is of the utmost importance while starting out. Loyal customers provide a strong support to the company

Competition

Several competitors are already in the market with different offers like instant delivery. In order to compete with them we will have to develop a USP of our own

ONLINE LAUNCH - SOLUTIONS

Small retail outlets



Inventory



Customer Service



"Find a lower price and
we'll match it"



MARKETING STRATEGIES



Promotion through existing offline customer database

- Notifying customers on popular social media platforms like WhatsApp, Instagram, etc. about our online launch



Promotion at the existing offline markets

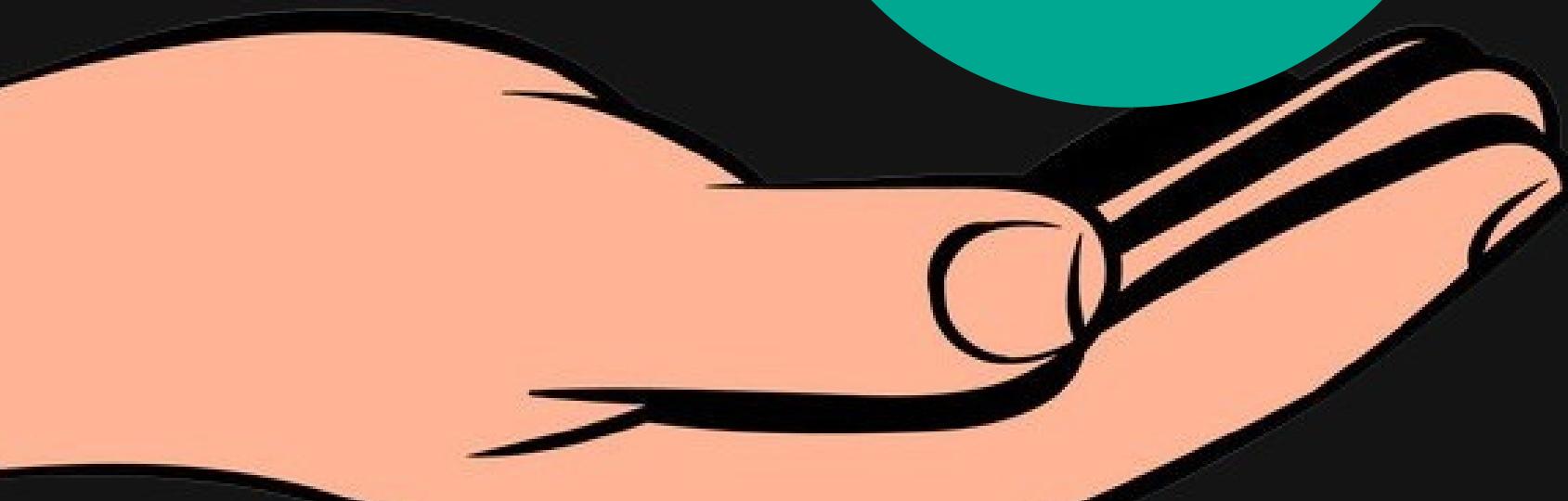
- Making customers aware of the online marketplace through flyers and posters posted in the offline shops
- Giving additional discounts at the time of check out and billing on the online store



Out-of-Home Advertising

- Heavy advertising on billboards, newspapers and posters across both tier-1 and tier-2 cities

MEMBERSHIP BENEFITS



Giving regular updates and access to exclusive sales

Offering 10% discount on every purchase

Free deliveries on purchase above Rs. 200 along with instant deliveries

Offering reward points on every purchase of or above Rs. 500

Giving priority to members during stock shortage

Offering free trial services on all new product launches



PRANJAL AGRAWAL



NAMOOH SHAH



KRUSHI PANCHAL



ARJUN HARIDAS

Thank you!

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