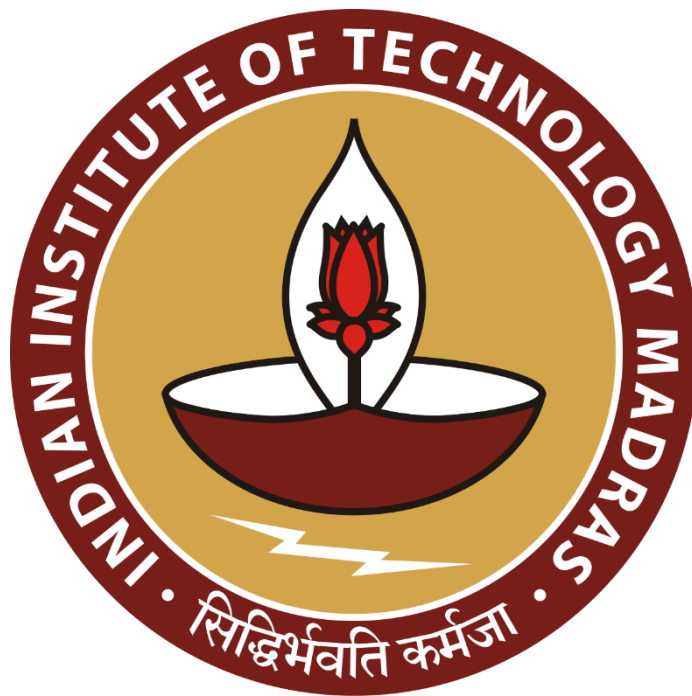# Business Optimization and Growth Strategies for Glam & Glow

A MidTerm report for the BDM capstone Project

Submitted by

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Contents

Declaration Statement

I am working on a Project titled "Business Optimization and Growth Strategies for Glam & Glow". I extend my appreciation to **Glam & Glow** , for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Name: Amit Pal

Date: 1 July 2024

1. Executive Summary

Glam & Glow is a wholesale business based in Port Louis, Mauritius. The business is B2B and deals in the segment of ladies clothing and accessories. Importing goods from India, Glam & Glow aims to provide high quality fashion items to retailers in Mauritius.

The business operates from the owner's residence, a strategic decision made to minimize overhead costs, particularly storage expenses. The business imports a wide range of products, including dresses, lehengas, sarees, bags, and purses, from India. Glam & Glow caters to the Mauritian market and serves as a supplier to various retailers and boutiques across the island nation.
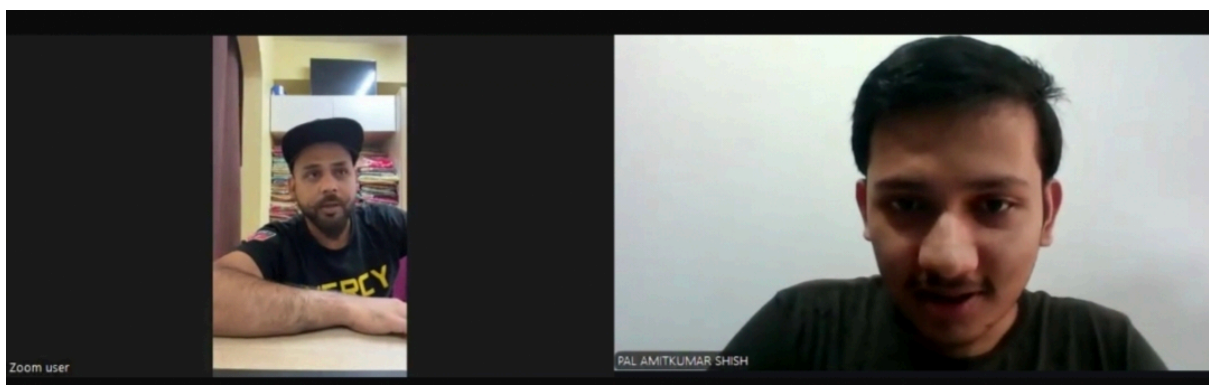
The primary challenge faced by Glam & Glow is difficulty in inventory management issues, acquiring clients, lack of insights into product profitability.

The expected outcome is to enhance operational efficiency and increase market reach, ultimately improving profitability through demand forecasting, inventory optimization and increasing the online presence through marketing strategies.

The main objective is to analyze the sales data from February to June 2024 to uncover sales trends and provide recommendations to address these challenges. By leveraging descriptive statistics, trend analysis, and graphical visualizations, the report provides actionable insights for optimizing inventory, enhancing profitability, and improving client acquisition strategies.

2. Proof of Originality of Data
○ Name : Glam & Glow
○ Owner : MD Abuzar
○ Location : Port Louis, Mauritius

PACKING LIST					Exporter's Ref:-

Exporter:- INFINITY IMPEX

EC CODE:- DSEPK2731P

, MASTERMIND-V, ROYAL PALMS,
AREY MILK COLONY,GOREGOAN EAST
MUMBAI
GSTN NO:- 27DSEPK2731P1ZC

INFINITY IMPEX

Consignee:-
SANGEETA NARRAIDOO
ATLAS ROAD,
GOODLANDS
MAURITIUS

Terms of Delivery and payment
DA BASIS   180 DAYS
Port of Discharge
PORT LOUIS-Mauritius
Pre-carriage by
Vessel/Flight No

Readymade Garments/Footwear/Ladies Purse/ Fabrics

INDIA JNPT-NHAVA SHEVA				BY SEA			JNPT
Marks & Nos/		DESCRIPTION OF GOODS		QTY.PCS	UNIT		
	S.No	Description of Goods		QTY	Unit		
H.P	1	DRESS		156	PCS		
MRU	2	DRESS		120	PCS		
1 TO 13	3	SAREE		72	PCS		
	4	SAREE		69	PCS		
	5	SAREE		73	PCS		
	6	SAREE		60	PCS		
	7	DRESS		60	PCS		
		TOP		72	PCS		
	8	KURTI		50	PCS		
		LEGGINGS		145	PCS		
	9	KURTI		72	PCS		
		CHURIDAR		21	PCS		
		LEGGINGS		75	PCS		
	10	SHARARA		11	PCS		
	11	SHARARA		3	PCS		
		KURTI		6	PCS		
	12	KURTI		62	PCS		
	13	SHARARA		8	PCS		

Video of Interaction with Business Owner	Video
Socials where he used to advertise	Image facebook
Letter from owner	letter
Bdm worksheet	worksheet
Additional information	folder

3. Meta Data & Descriptive Statistics

o   **Data Period**: February to June 2024

o   **Categories**: 10 product categories, including sarees, dresses, tops, etc.

o   **Data Purpose**: To identify sales trends, improve inventory management, and address profitability.

	Months					
Item	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Item Total
Saree	60	37	70	125	35	327
Cotton Saree	0	15	20	20	15	70
Silk Saree	10	7	20	50	5	92
Dress	35	105	100	50	80	370
Top	0	45	60	25	65	195
Kurti	0	70	85	50	70	275
Leggings	0	95	75	10	70	250
Churidar	0	25	10	20	25	80
Lehenga	8	0	4	11	0	23
Purses	0	0	40	45	0	85
Total	113	399	484	406	365	1767

Item	Product category (e.g., Saree, Kurti)	Text
Months	Sales quantity of each item	Integer
Total	Total sales quantity of each item.	Integer

1. **Total Sales** (Sum of each product over five months):

Item	Total Sales
Saree	327
Cotton Saree	70
Silk Saree	92
Dress	370
Top	195
Kurti	275
Leggings	250
Churidar	80
Lehenga	23
Purses	85
	1767

2. **Monthly Total Sales** (Sum of sales for each month):

Total Monthly Sales	
Feb-24	113
Mar-24	339
Apr-24	484
May-24	406
Jun-24	365
	1767

3. **Maximum and Minimum Sales per Month:**

Maximum -484 (Maximum Units sold for a month)

Minimum -113 (Minimum Units sold for a month)

4. **Mean Sales per Month** (Average sales for each product across the five months):

Item	Average Sales
Saree	65
Cotton Saree	14
Silk Saree	18
Dress	74
Top	39
Kurti	55
Leggings	50
Churidar	16
Lehenga	5
Purses	17

5. **Standard Deviation of Sales per Item**:

Item	Standard Deviation
Saree	32.65945499
Cotton Saree	7.348469228
Silk Saree	16.62046931
Dress	27.45906044
Top	23.9582971
Kurti	29.66479395
Leggings	37.8153408
Churidar	9.695359715
Lehenga	4.363484846
Purses	20.88061302

High standard deviations in certain categories (e.g.sarees and dress) indicate fluctuating demand, suggesting a need for flexible inventory management.

4. Detailed explanation of Analysis Process

The analysis was conducted using Excel to process, clean, and visualize the data for Glam & Glow's sales and revenue data across various product categories.

Import data: Loaded the sales data organizing it by product category and month (February to June 2024)

Calculated key statistical metrics to provide a deeper understanding of the sales data:

- **Total and Average Sales**: Summed total sales across five months and computed the average to measure performance consistency.
- **Standard Deviation**: Assessed variability in monthly sales, indicating fluctuations in demand.
- **Percentage Contribution**: Calculated the percentage contribution of each product category to the total sales to evaluate their relative importance.

To visually represent the data and uncover insights, created the following charts in Excel:

- **Line Chart**: Displayed monthly sales trends for each product category to identify any growth patterns.
- **Bar Chart**: Showed total sales per product, highlighting high-revenue items.
- **Pie Chart**: The sales proportion of each product to understand which items contributed the most to overall sales.
- **Stacked Bar Chart**: Compared monthly sales across products, showcasing how each product category contributed to total monthly sales.

Trend Analysis: It enables us to predict future needs and optimize inventory according to demand fluctuations over time.

The methods chosen for analysis, such as time-series analysis, statistical computation, and graphical observations, provide a balanced approach to understanding the business operations. Time-series analysis is particularly useful in tracking monthly sales and revenue trends, allowing us to observe seasonal patterns or fluctuations over time. Statistical computations, like calculating averages and standard deviations, offer insights into the stability and variability of sales, supporting cash flow management and profit forecasting.
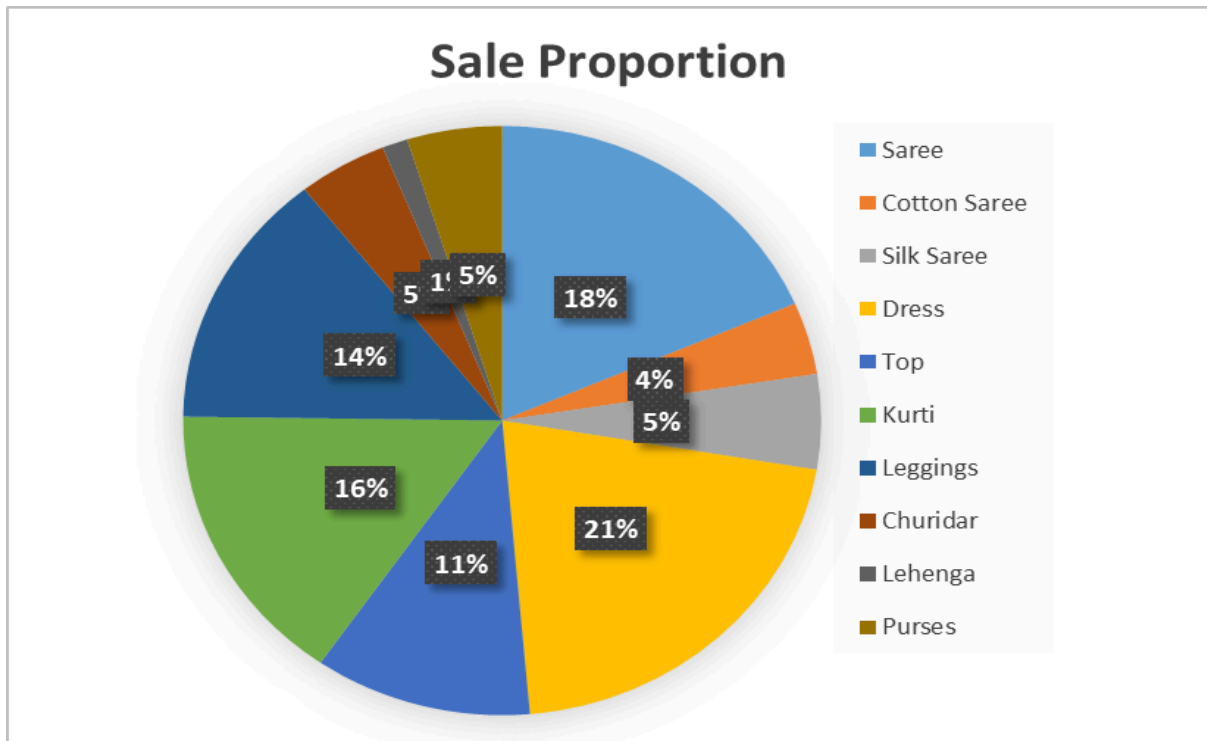
5. Results and Findings

Sales Trend
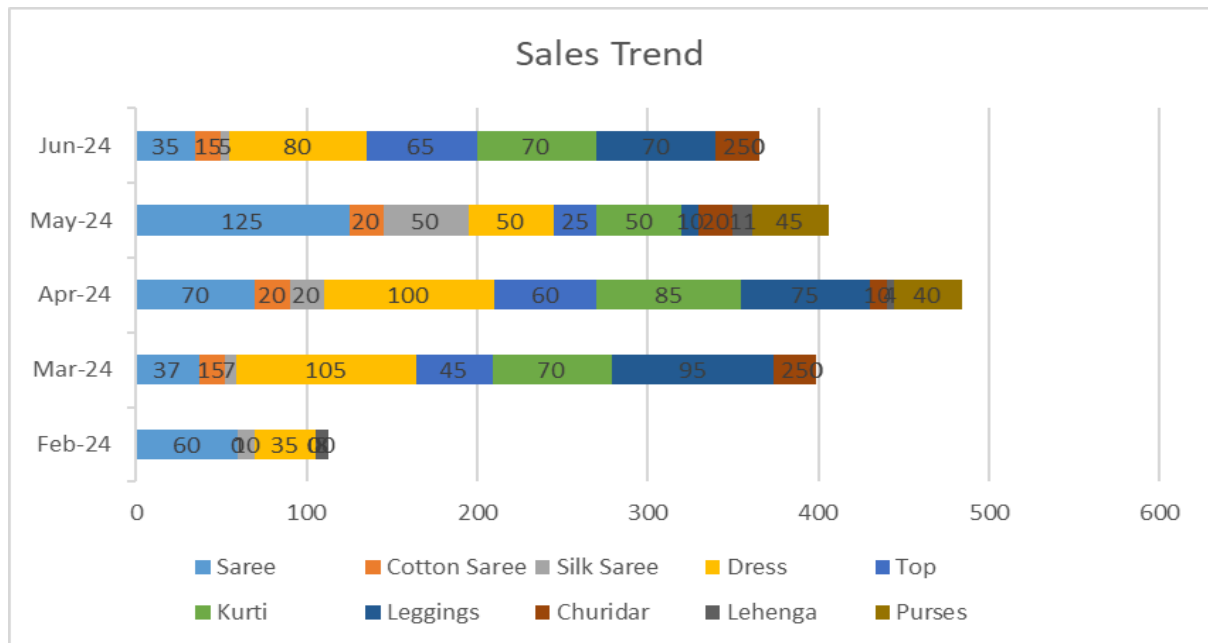
April and May showed peak sales, with the highest demand for sarees and dresses.

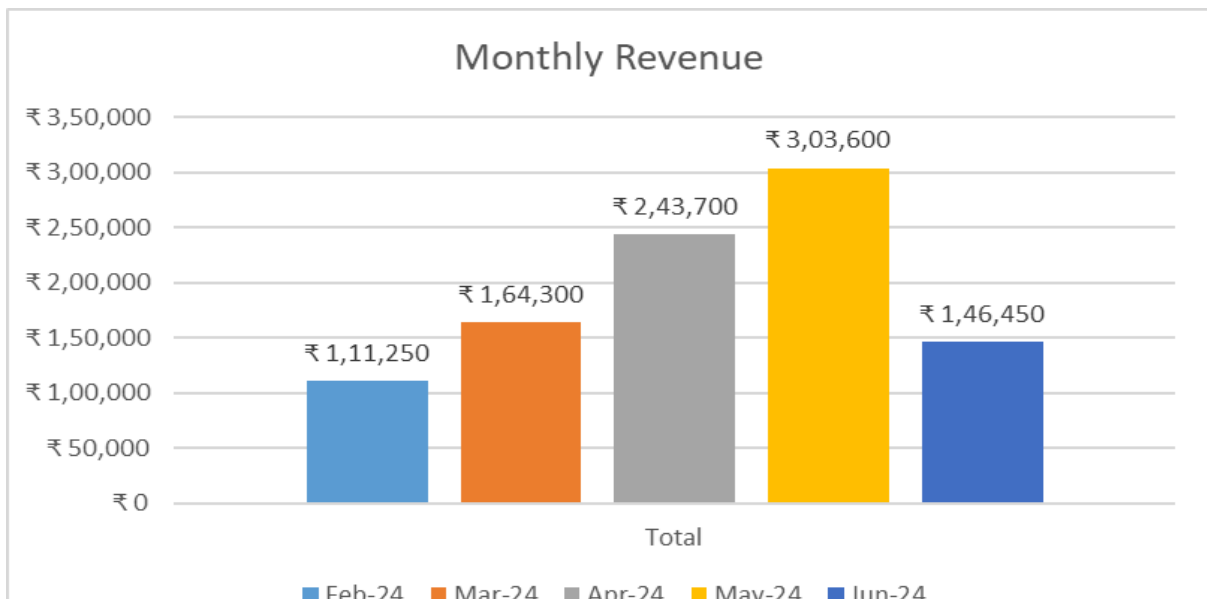Total sales of each items across 5 months
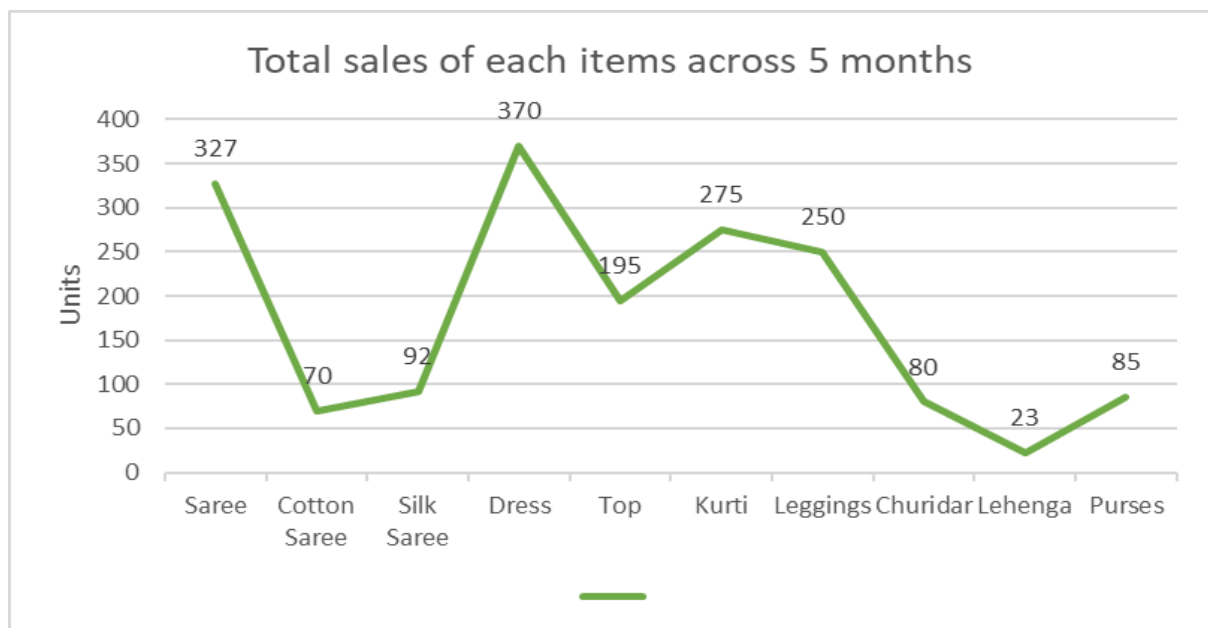
Dresses and sarees contributed the most to overall sales, indicating their significance in the product lineup.

High demand fluctuation for certain products (like sarees and dresses) leads to inventory shortages or excess stock.

Sale Proportion

Legend:
- Saree
- Cotton Saree
- Silk Saree
- Dress
- Top
- Kurti
- Leggings
- Churidar
- Lehenga
- Purses

18%, 4%, 5%, 21%, 11%, 16%, 14%, 5%, 1%, 5%

The Pie chart highlights that Dress, Saree and Kurti are top contributors while Cotton Saree, Silk Saree, Churidar, Lehenga, and Purses each make up a smaller portion, ranging from 1% to 5%

Monthly Revenue

₹ 3,03,600
₹ 2,43,700
₹ 1,64,300
₹ 1,46,450
₹ 1,11,250

Total

Feb-24 Mar-24 Apr-24 May-24 Jun-24

Volatile demand affects cash flow stability, as seen in revenue fluctuations month-over-month.

The sales analysis for Glam & Glow identifies key areas for improvement in inventory management, profitability analysis, and client acquisition. By optimizing stock levels, focusing on profitable products, and expanding the client network, Glam & Glow can address these challenges and enhance operational efficiency and profitability.