

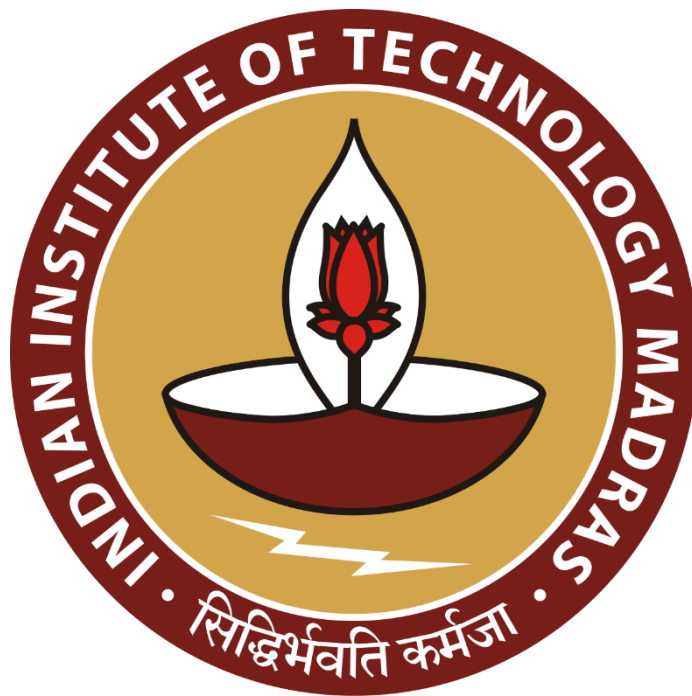
Business Optimization and Growth Strategies for Glam & Glow

A Proposal report for the BDM capstone Project

Submitted by

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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 primary challenge faced by Glam & Glow is difficulty in inventory management issues, acquiring clients and cash flow problems.

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.

2. Organization Background

Name : Glam & Glow

Owner : MD Abuzar

Location : Quatre Bornes, Port Louis, Mauritius

Glam & Glow is a wholesale business based in Port Louis, Mauritius, specializing in ladies' apparel and accessories. 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 jewelry, lehengas, sarees, high heels, 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.

3. Problem Statement

After a detailed discussion with the owner the problems can be identified as:

1. **Inventory Shortage and Overstocking** : Optimize inventory levels to minimize stockouts and reduce excess stock.
2. **Product Profitability and Cash Flow Challenges** : Limited insight into product profitability and unstable cash flow.
3. **Client Acquisition** : Difficulty in acquiring new clients which limits market expansion and revenue growth.

4. Background of the Problem

- **Problem 1** : Inventory management has been a significant concern for the business. The company often experiences either inventory shortages or stockpiling of certain products, leading to missed sales opportunities and capital being tied up in excess inventory.

- **Problem 2 :** The problem arises due to lack of financial analysis tools, due to which it is difficult to accurately assess the profitability of individual product and product lines which leads to suboptimal pricing strategies and inventory investments.
- **Problem 3 :** Glam & Glow struggles with acquiring new clients, which limits market expansion and growth. This problem arises due to insufficient marketing and sales strategies. Operating from a home base limits Glam & Glow ability to showcase its full product range effectively. The problem is further compounded by the owner's reliance on manual outreach to retailers in Mauritius.

5. Problem Solving Approach

Details about the methods used with justification

- The primary type of data that I collected is time-series data.
- Hence I will get an excellent scope for plotting all types of trend lines and scatter plots.
- Using the intense power of pivot tables, by plotting pie charts and stacked histograms, I will be able to find insights from the data I have collected.
- I am going to compute some key financial quantities believing it will help solve this problem with the ratios taught in this course.

Details about intended data collection with Justification

- The data is in the form of hard copy of records.
- They need to be organized and processed to .csv or some other compatible format for ease of use.
- 3 month's data has been provided for the study by the owner of the business.

Details about the analysis tools with justification

- Since the type of data collected is majorly time series data, I will be using Excel to process the data.
- Tools that are being used for the entire analysis are:
 1. Pivot Tables for filtering and computing row/column wise
 2. Various Excel functions like VLOOKUP, COUNTIF, COUNTIFS, boolean operators, etc.
- For data visualization, I am primarily using : Pie charts, Stacked Histograms, Histograms, Scatter plots, Heat maps, etc.

6. Expected Timeline

I have collected 3 months of data, which will be cleaned first, analyzed according to which more data will be collected if needed.



Timeline

7. Expected Outcome

- Analyze results about the business from the data of the given period.
- Trends and patterns shown in the data.
- Optimized inventory levels, minimizing stockpiling and shortage issues, leading to better capital utilization.
- Assist the owner in organizing the business more effectively by creating pivot tables and graphs.
- Suggestions of improvements to increase the profits.