



Revitalizing Revenue:
Data-Driven Strategies for stable growth in a
Small-Town Stationery Business.

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Business Analysis Report for Sanwariya Seth Stationary



Business Introduction

- Business name: Sanwariya Seth Stationary
- Business type: Retail and wholesale stationary store
- Location: Rath, Hamirpur district, Bundelkhand region
- Owner: Mr. Rahul
- Years in operation: Since 2014

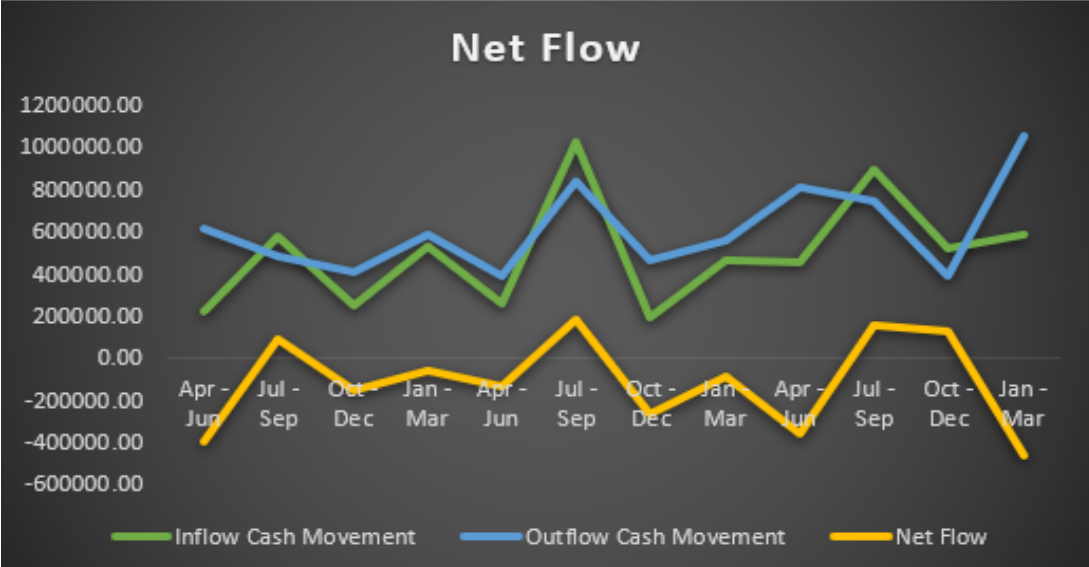
Problem Statement

- Wholesale business: High book sales in April-July, but sales decline for the rest of the year.
- Retail business: Sales of other products (art supplies, project material) dip during August-November.

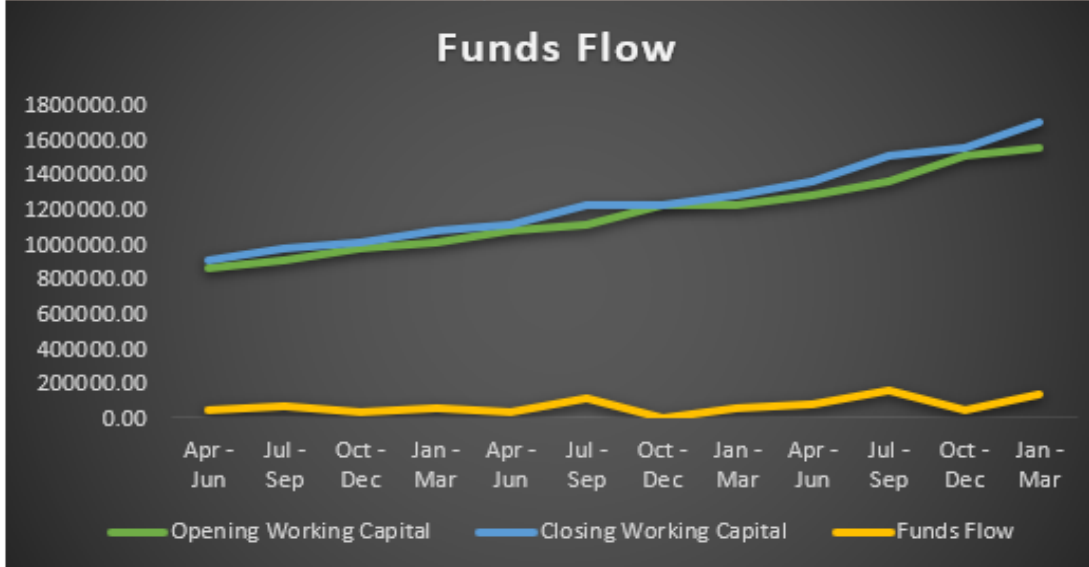
Results & findings

Financial Flows

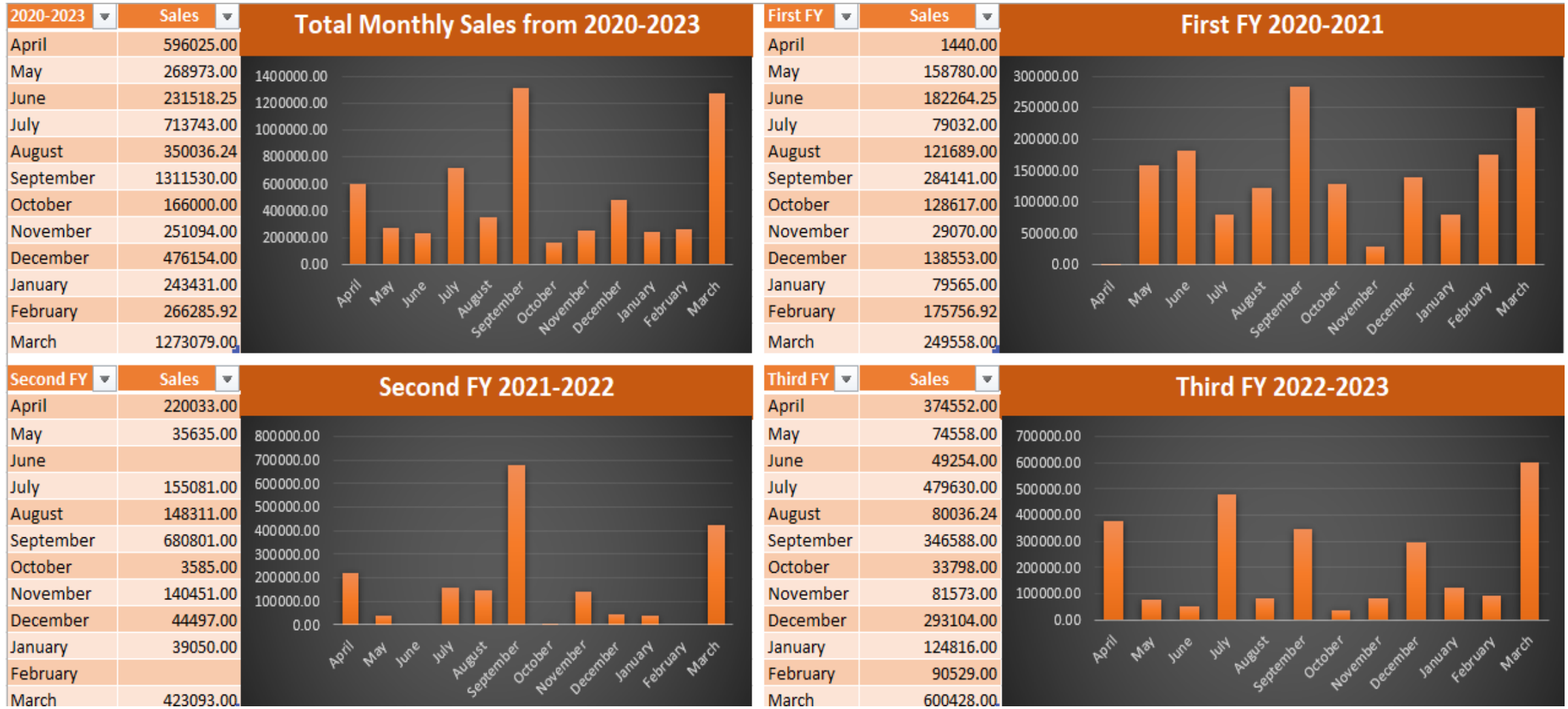
Particulars	Inflow Cash Movement	Outflow Cash Movement	Net Flow
Apr - Jun	216730.53	615289.09	-398558.56
Jul - Sep	574575.06	484584.06	89991.00
Oct - Dec	249503.46	407076.74	-157573.28
Jan - Mar	524450.52	583591.52	-59141.00
Apr - Jun	252583.95	384653.95	-132070.00
Jul - Sep	1021537.07	839979.07	181558.00
Oct - Dec	191688.75	459010.75	-267322.00
Jan - Mar	465445.01	552647.01	-87202.00
Apr - Jun	448901.20	805300.20	-356399.00
Jul - Sep	892849.26	742179.02	150670.24
Oct - Dec	518077.06	388725.14	129351.92
Jan - Mar	587854.06	1053206.06	-465352.00



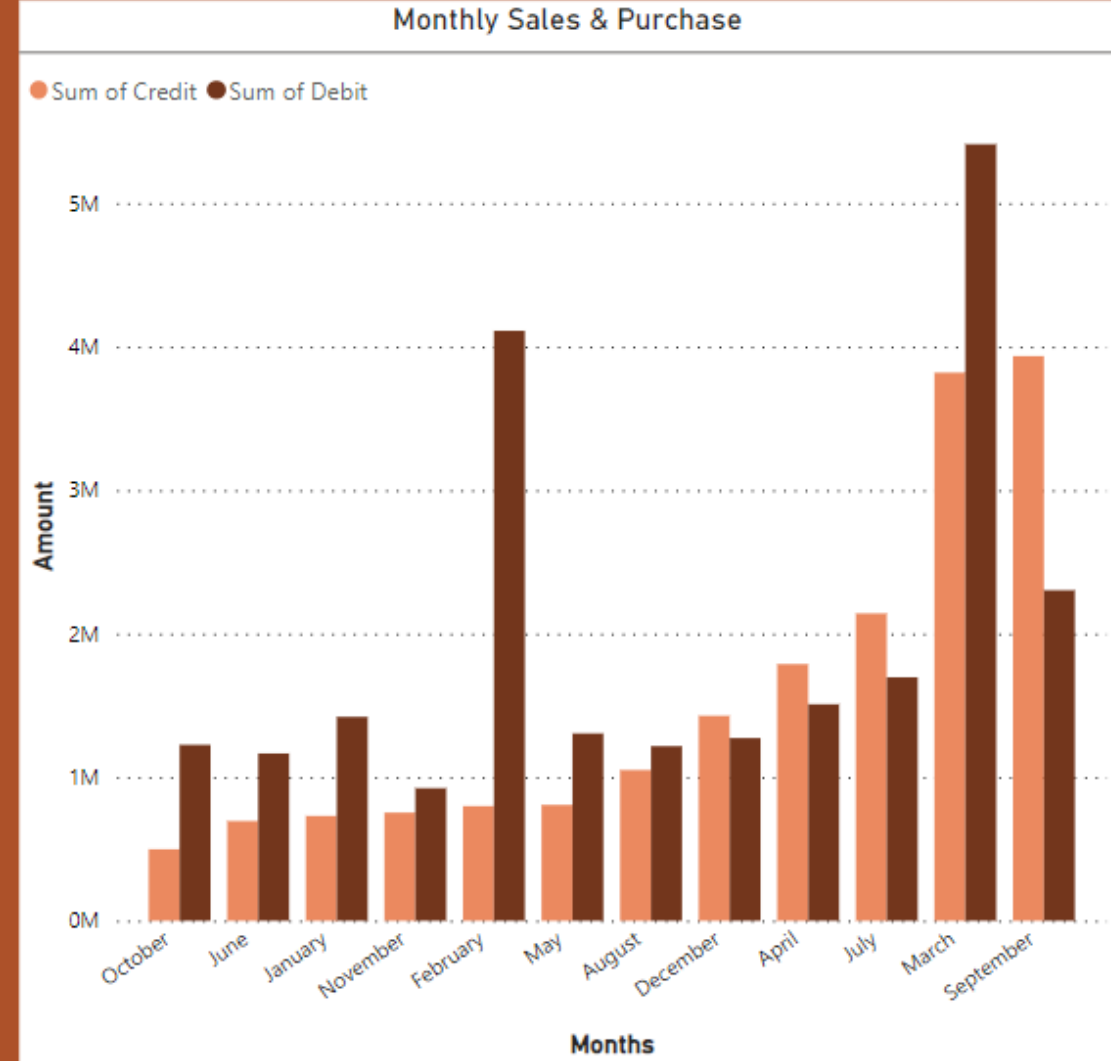
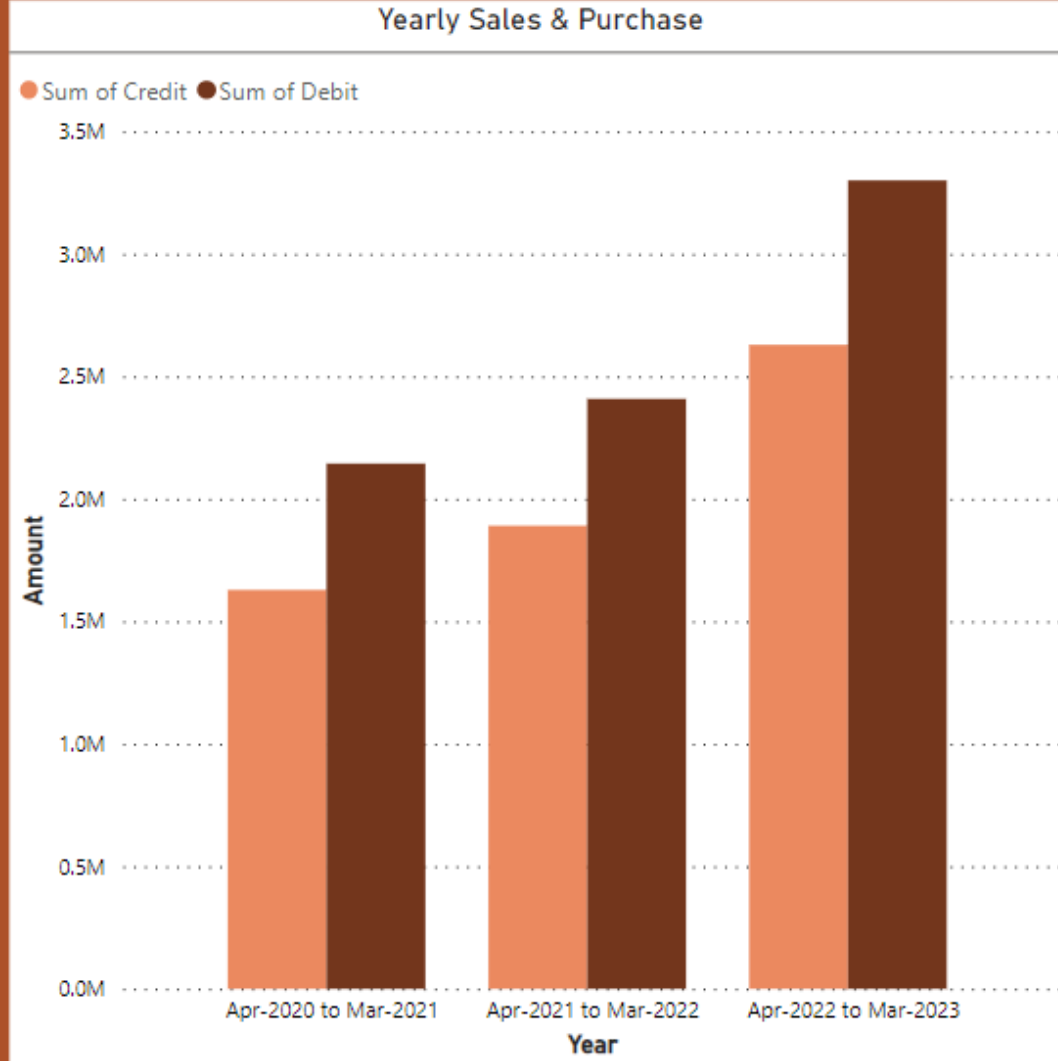
Particulars	Opening Working Capital	Closing Working Capital	Funds Flow
Apr - Jun	864870.47	908393.95	43523.48
Jul - Sep	908393.95	977331.16	68937.21
Oct - Dec	977331.16	1009524.52	32193.36
Jan - Mar	1009524.52	1071855.32	62330.80
Apr - Jun	1071855.32	1104843.12	32987.80
Jul - Sep	1104843.12	1222600.77	117757.65
Oct - Dec	1222600.77	1223487.58	886.81
Jan - Mar	1223487.58	1274581.02	51093.44
Apr - Jun	1274581.02	1354822.27	80241.25
Jul - Sep	1354822.27	1511811.08	156988.81
Oct - Dec	1511811.08	1557189.77	45378.69
Jan - Mar	1557189.77	1694746.37	137556.60



Sales Analysis



Sales & Purchase Analysis



Profit & Loss Analysis

Financial Report

Purchase Accounts
7,183,896.79

Sales Accounts
5,613,899.77

Closing Stock
5,316,719.44

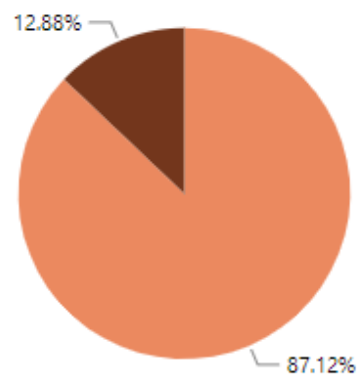
Opening Stock
2,904,390.74

Gross Profit c/o
842,331.68

Nett Profit
829,875.90

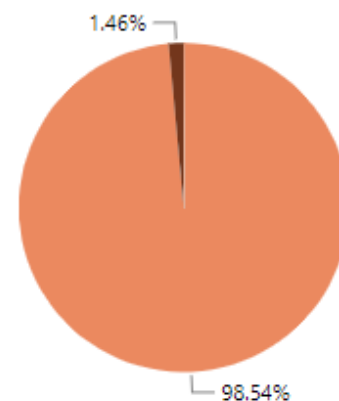
Indirect Expenses
12,455.78

Profit %



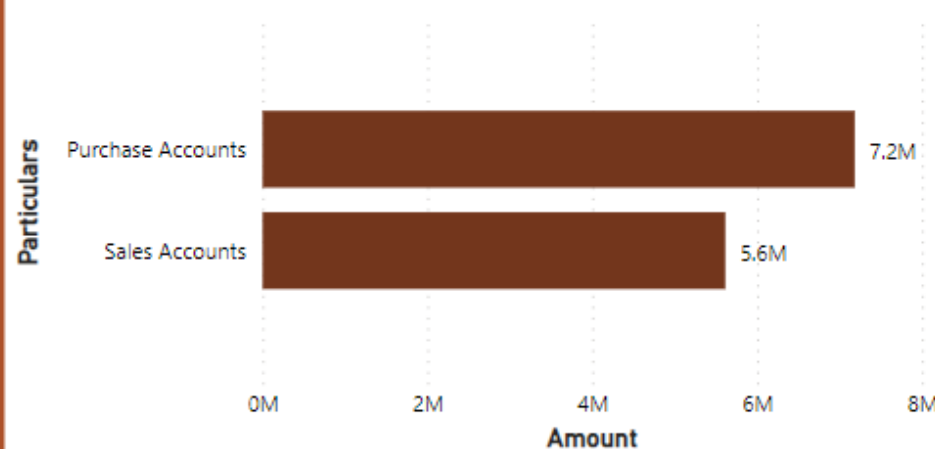
Particulars ● Sales Accounts ● Nett Profit

% of Indirect Expenses in Total Gross Profit



Particulars ● Gross Profit c/o ● Indirect Expenses

Sales vs Purchase



Retail vs. Wholesale Channel Profitability Analysis

1. Gross Profit Distribution:

1. Retail: Generates ~82% of total gross profit.
2. Wholesale: Contributes ~18% of total gross profit.

2. Selling Rate Insight:

1. Retail: Selling rate of 38%.
2. Wholesale: Selling rate of 12%.

3. Inventory Management Strategy:

1. Unsold items returned for exchange, reducing inventory wastage.

4. Retail Channel Dominance:

1. Retail is the dominant contributor to profitability.
2. Higher selling rate and gross profit share.

5. Wholesale Channel Growth Potential:

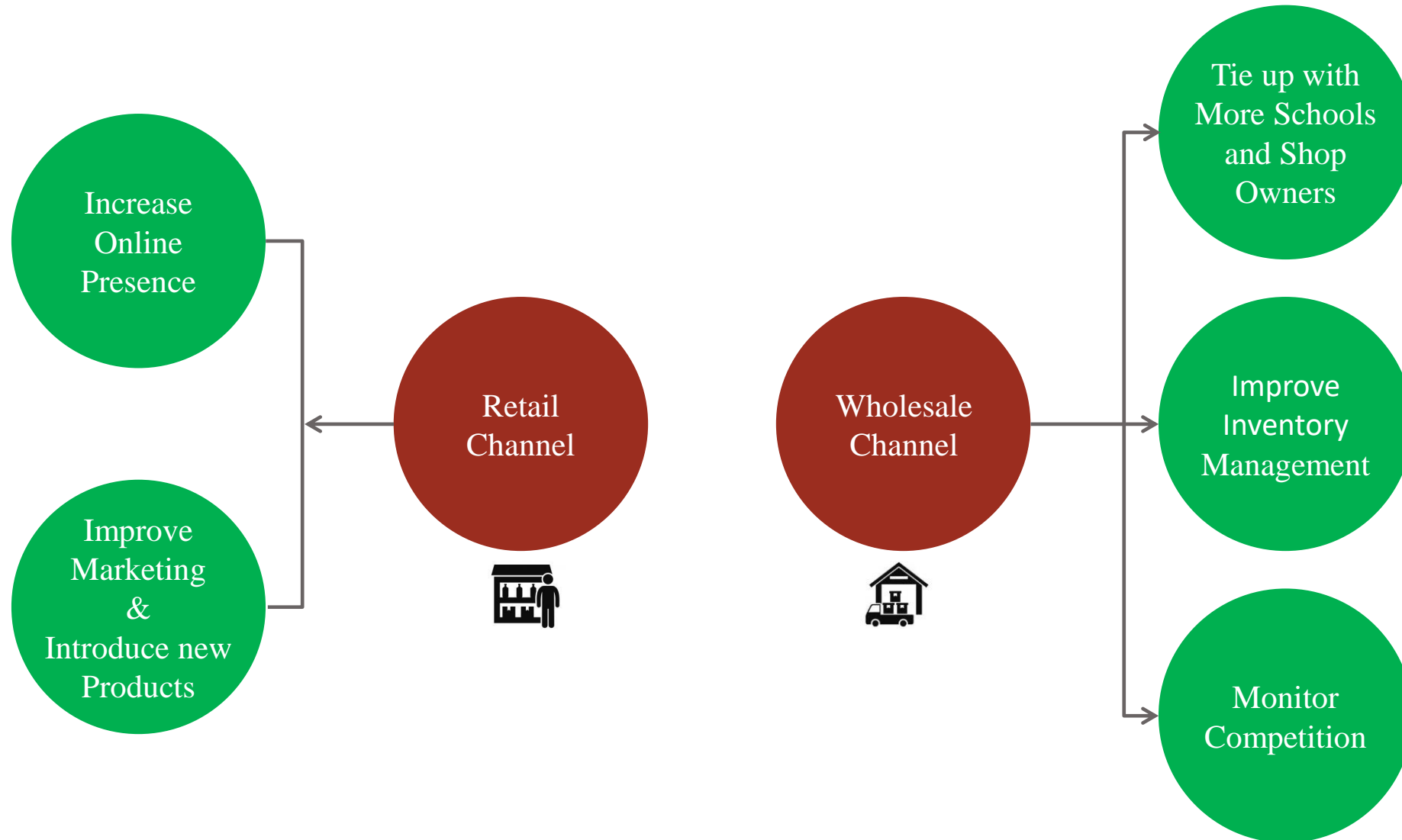
1. Started in 2017, expanding through school contracts.
2. Promising growth trajectory, expected to balance revenue distribution as contracts mature.

SWOT Analysis



	POSITIVE	NEGATIVE
INTERNAL	STRENGTH <ul style="list-style-type: none">• Diverse product range and services• Dual sales channels (wholesale and retail)• Strong local reputation• Customer-centric service• Robust financial performance	WEAKNESS <ul style="list-style-type: none">• Absence of online presence• Limited marketing and promotional activities• Limited staff availability• Lack of proactive preparation for competitors.
EXTERNAL	OPPORTUNITY <ul style="list-style-type: none">• Introduce new products and services.• Increase online presence.• Improve marketing and promotional efforts.• Improve inventory management.• Increase tie ups with more schools and local stores for wholesale channel.	THREAT <ul style="list-style-type: none">• Increasing competition from online retailers• Economic uncertainties and market fluctuations• Shifting consumer preferences and trends• Potential supply chain disruptions

Recommendations





Thank You
