

ABOUT BRAND

BB STORE'S IS COMMITTED TO BRINGING BEAUTIFUL, HIGH-QUALITY, ELEGANT, FEMININE, AND AFFORDABLE PRODUCTS TO VIETNAMESE WOMEN. WITH THE GOAL OF BRINGING CONFIDENCE TO OUR CUSTOMERS, BB STORE'S HAS ALWAYS STRIVED TO ENSURE THEIR SATISFACTION.

BB STORE'S IS NOT JUST ABOUT SELLING FASHION. WITH A BIGGER VISION, AIMING TO BRING STYLE, VALUE, AND FRIENDLY SERVICE TO ITS CUSTOMERS, STRIVING TO BECOME A HIGH-QUALITY VIETNAMESE FASHION BRAND.

BB STORE'S

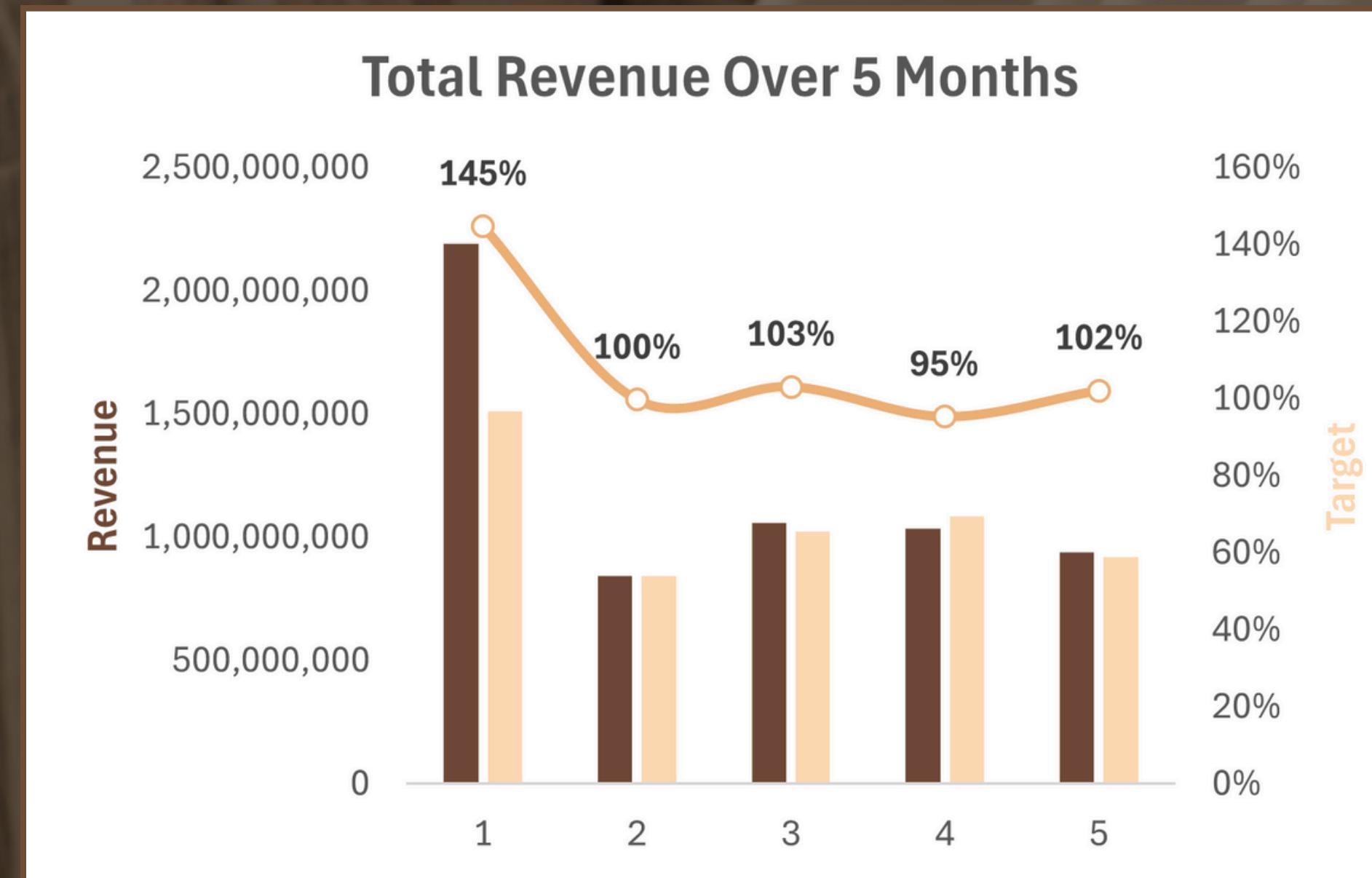
PRESENTED BY: QUOC CUONG

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Objectives	<ul style="list-style-type: none">• Analyzing the current business performance of the store on Lê Văn Sỹ.• Evaluating and developing a growth plan for the brand in the Offline Retail sector.
Challenges	<ul style="list-style-type: none">• Monthly revenue shows instability.• The potential of weekends remains untapped.• Product type distribution is uneven.• A large portion of inventory consists of unsold near-expiry and expired items.• Revenue mainly comes from returning customers.
Reccomendation	<ul style="list-style-type: none">• Developing plans to increase APT, conversion rates.• Optimizing product types and merchandise assortment.• Expanding the new customer base while retaining existing customers.
Conclusion	<p>The decline in revenue over the past five months indicates that BB Store's needs to implement strategies to optimize its product assortment, enhance promotional efforts to gradually reach new customer segments, and retain existing customers. Additionally, developing long-term plans for non-seasonal months is essential to mitigate this downturn.</p>

SALES PERFORMANCE ANALYSIS

REVENUE IS SHOWING A DECLINING TREND OVER THE PAST FEW MONTHS.



Although the **sales achieved the target** set for each month, a **significant decline** becomes evident when viewed over time.

This **downturn** began after the Tet shopping cycle (which took place in January and early February), with **February's revenue dropping** to only **841,000,000 VND**. The situation remains **concerning** as there has been **no strong rebound** in the following months.

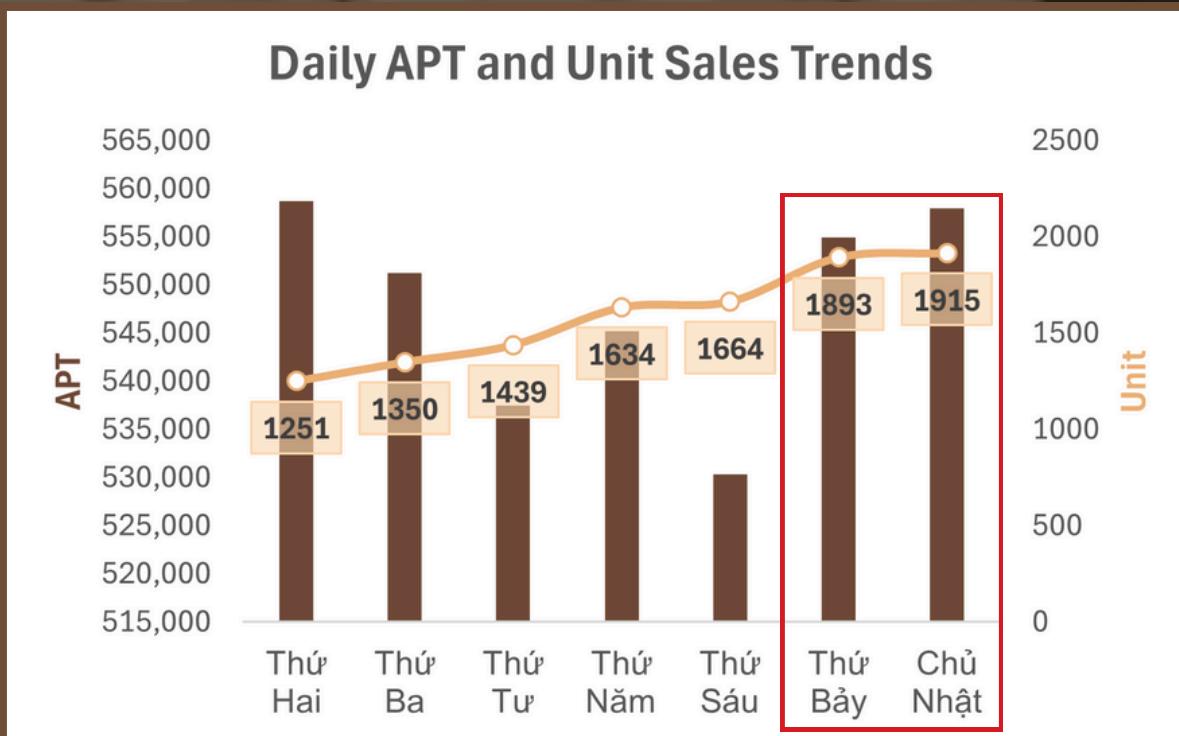
Background

Key Issues

Recommendation

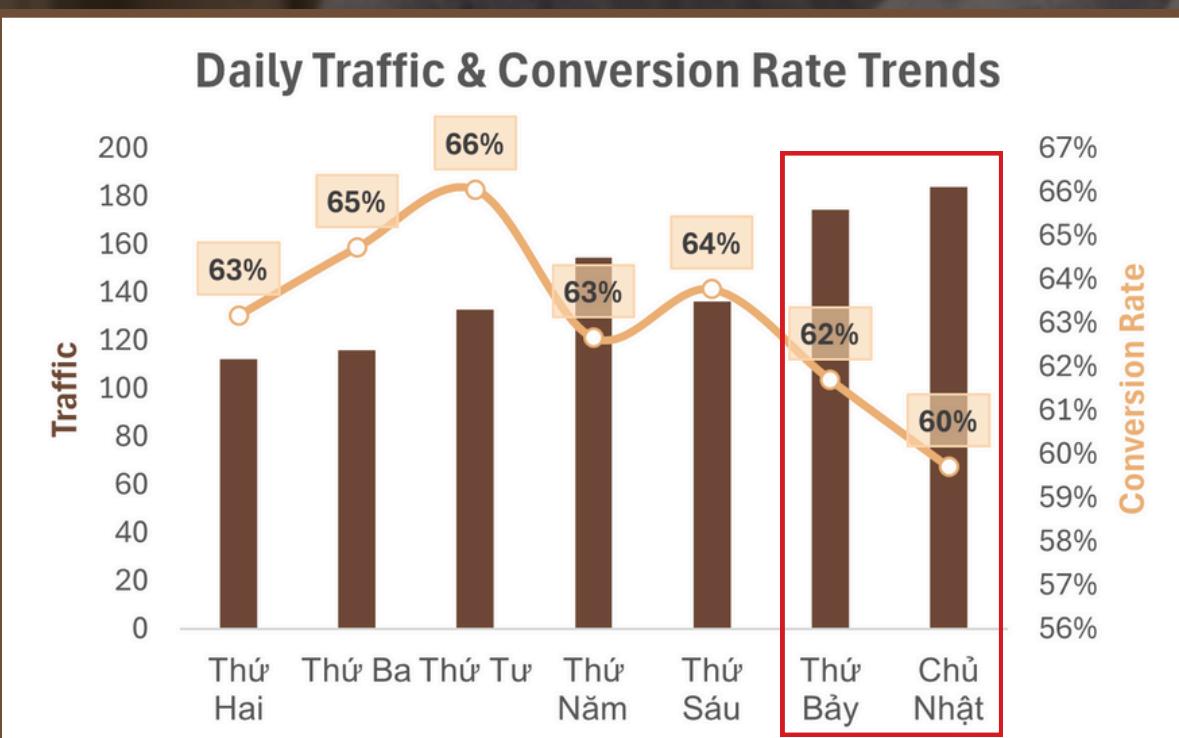
Evaluation

SALES PERFORMANCE ANALYSIS



WEEKEND REVENUE IS HIGHER BUT NOT SIGNIFICANTLY OUTSTANDING.

Although **weekend sales** and the **average number of bills** are relatively **high**, the **APT** on weekends **does not show a significant difference** compared to **other days**. This indicates that weekend revenue primarily stems from **lower-value transactions**.



Furthermore, despite experiencing **high foot traffic** on **weekends** (with 174 and 184 visitors on Saturday and Sunday, respectively), the **conversion rate** remains **lower** than on other days.

CONCLUSION: Despite high weekend foot traffic, revenue is driven by lower-value transactions, and conversion rates remain low. Improving APT and conversion strategies is essential.

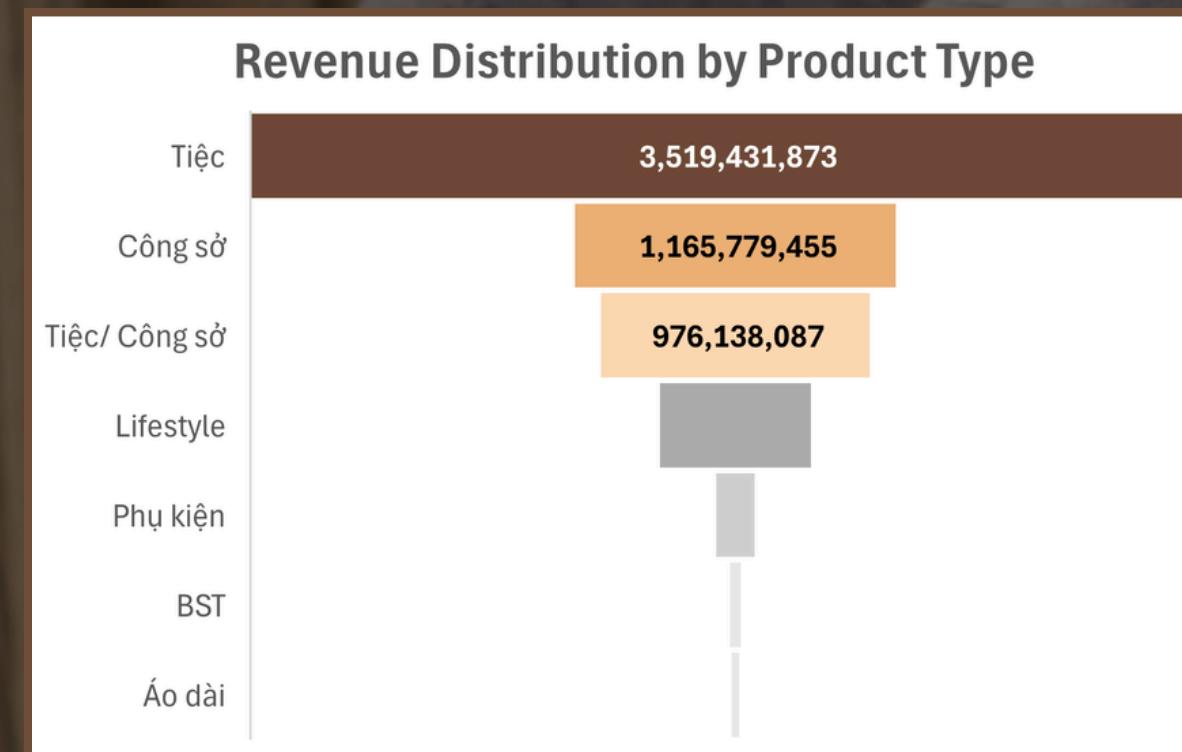
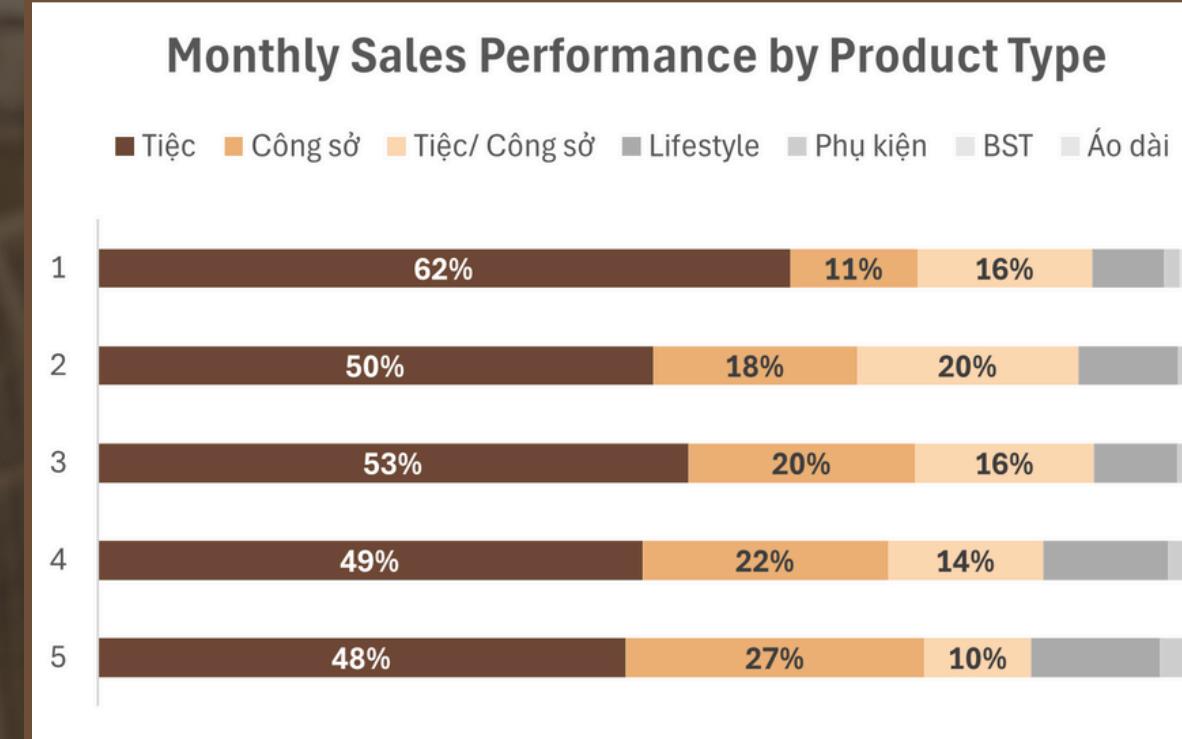
Background

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PRODUCT PERFORMANCE ANALYSIS



REVENUE DISTRIBUTION ACROSS PRODUCT TYPES IS UNEVEN...

Tiệc (Partywear) sales declined significantly (**-14%**), dropping from 62% to 48% of total revenue. In contrast, **Công sở** (Officewear) sales increased positively (**+16%**), rising from 11% to 27% of total revenue.

Despite a declining trend, **Tiệc** remains the **core product**, contributing **55% of total revenue**. **Áo dài has the lowest revenue** and the highest number of **discontinued products (58/58 items)** marked as "Off mã". The store **lacked a post-Tết strategy** to sustain Áo dài, leading to its complete discontinuation.

Background

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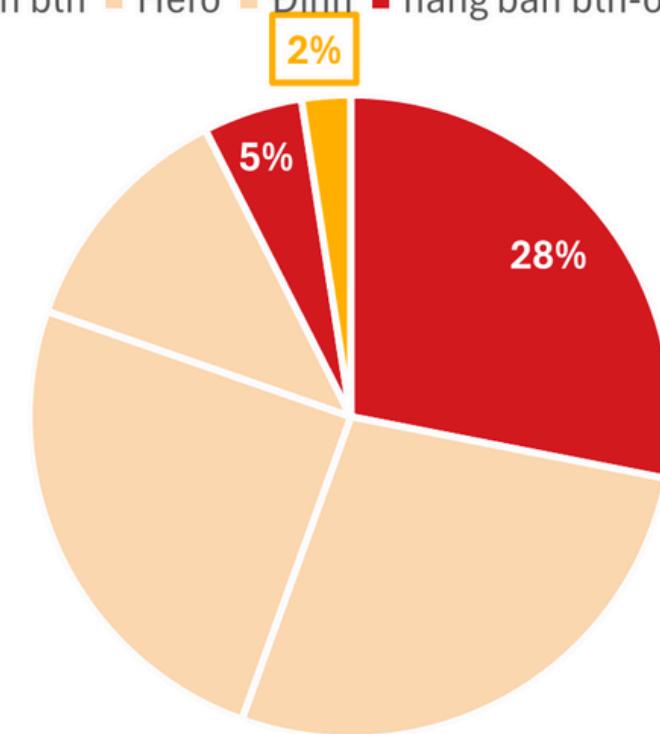
Evaluation

PRODUCT PERFORMANCE ANALYSIS

...THE PROPORTION OF UNDERPERFORMING INVENTORY IS HIGH.

Revenue Distribution by Merchandise Type

- Off mã ■ Hàng bán bth ■ Hero ■ Đinh ■ hàng bán bth-off mã ■ Hàng mới đợt 1



“Hàng mới đợt 1” (First batch of new products) has the **lowest revenue contribution (2%)**, likely due to low brand awareness among customers. In contrast, “**Hàng bán bình thường - Off mã**” + “**Off mã**” (Regular sales - Discontinued + Discontinued items) **contribute significantly (33% of total revenue)**.

“Hàng mới đợt 1” has **not yet gained significant market acceptance**, resulting in a low revenue contribution. Meanwhile, **high underperforming products** lead to **slow sales**, requiring substantial discounts to clear stock, which negatively **impacts overall profitability**.

CONCLUSION: The high proportion of underperforming products indicates that the product portfolio has not been fully optimized.

Background

Key Issues

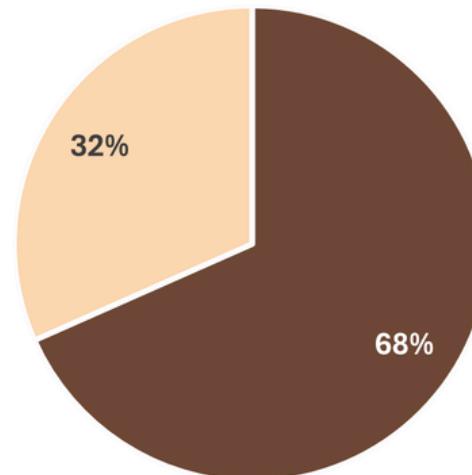
Recommendation

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CUSTOMER PERFORMANCE ANALYSIS

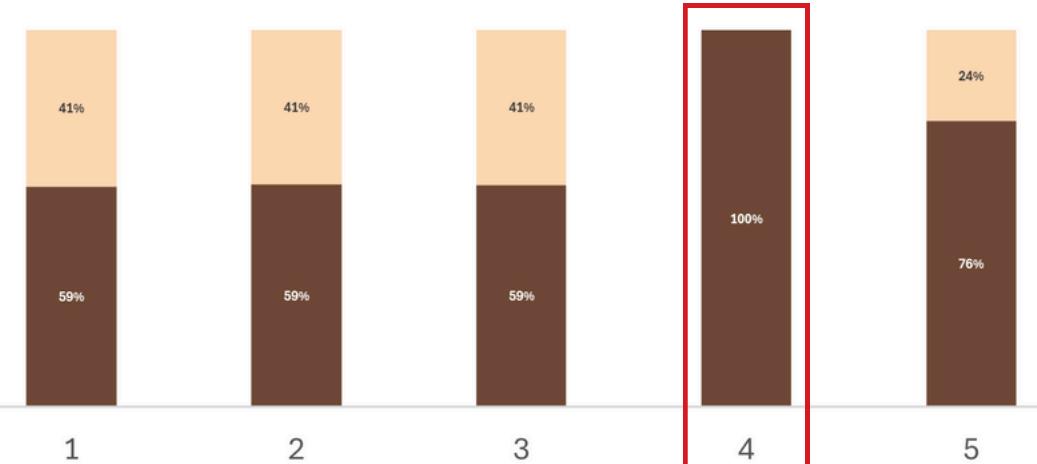
Revenue Distribution by Customer Type

■ Khách Hàng Cũ ■ Khách Hàng Mới



Monthly Revenue Contribution by Customer Segment

■ Khách Hàng Cũ ■ Khách Hàng Mới



DISPARITY IN CUSTOMER SEGMENTS.

Existing customers contribute **68% of total revenue**, whereas **new customers** account for only **32%**, indicating that the store primarily relies on its existing customer base.

In the **first three months**, the revenue contribution between existing and new customers remained relatively **balanced**. However, in **April**, the revenue contribution from **new customers** dropped to **0%**, with existing customers accounting for the entire revenue. By May, new customers began **contributing again**, but their share remained low at **only 24%**.

CONCLUSION: The decline in revenue over the past five months correlates with this customer distribution, suggesting that purchase demand among existing customers has weakened, while the store has yet to effectively attract new customers. This overall trend has contributed to the downturn in revenue.

Background

Key Issues

Recommendation

Evaluation

RECOMMENDATION 1

CHALLENGES

MONTHLY REVENUE SHOWS INSTABILITY.



THE POTENTIAL OF WEEKENDS REMAINS UNTAPPED.

DEVELOPING PLANS TO INCREASE APT, CONVERSION RATES.

Optimizing Social Media Advertising Campaigns: Leveraging **social media channels** enhances **brand awareness**, aligning with current consumer trends. The period between **11 AM and 1 PM**, when social media usage peaks, is ideal for activities like livestreams and promotional posts. Additionally, **Mondays, Tuesdays, and Fridays**—days with lower foot traffic and shopping demand—are optimal for targeted marketing efforts to boost conversion rates ahead of the weekend rush.

Boosting APT & Conversion Rates: Customers tend to browse new collections but hesitate to make immediate purchases. To encourage higher order values, implement **promotions** such as **bulk discounts** and **personalized product bundles** based on customer preferences. Additionally, capitalize on peak weekend traffic by launching **limited-time sales events**, such as "**Giờ vàng săn hàng**" to create urgency and drive conversions effectively.

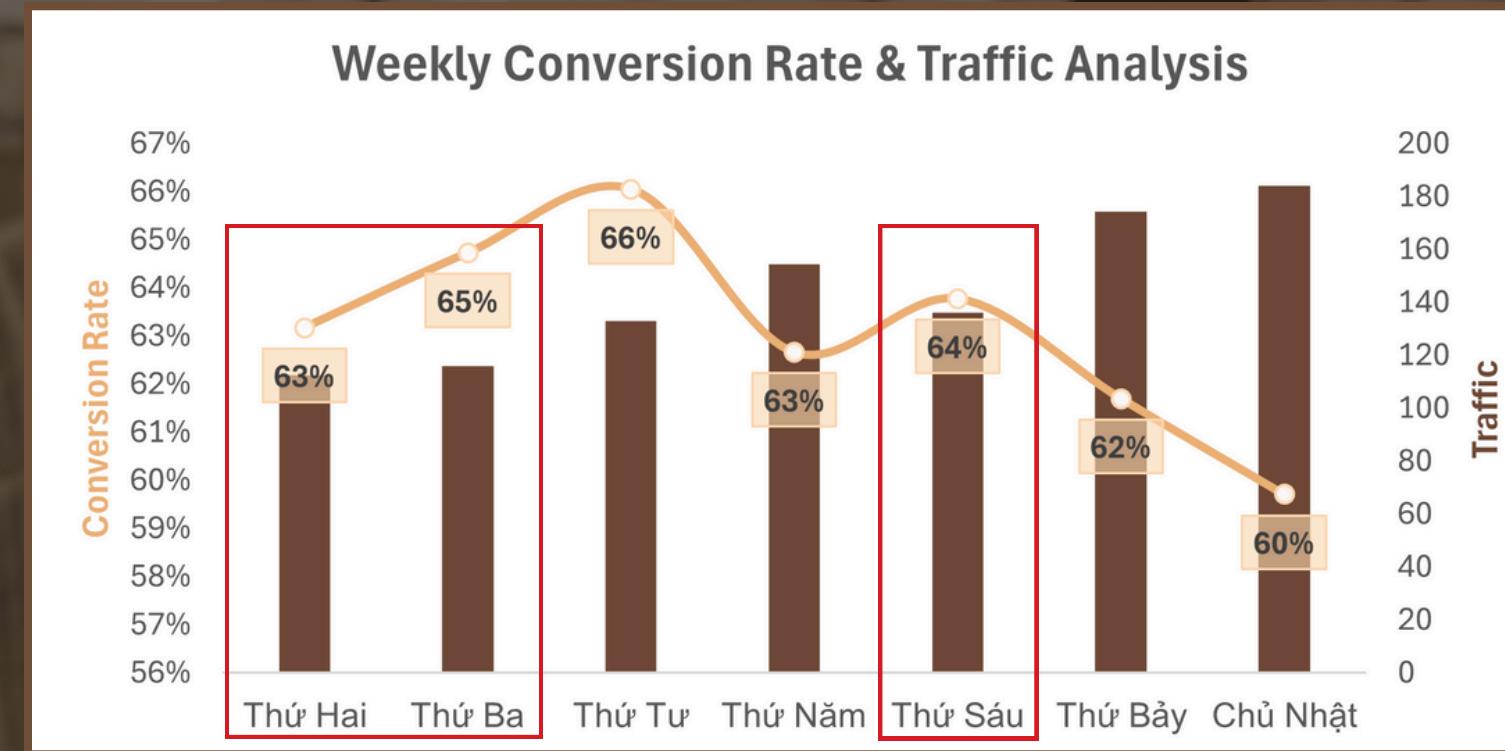
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Key Issues

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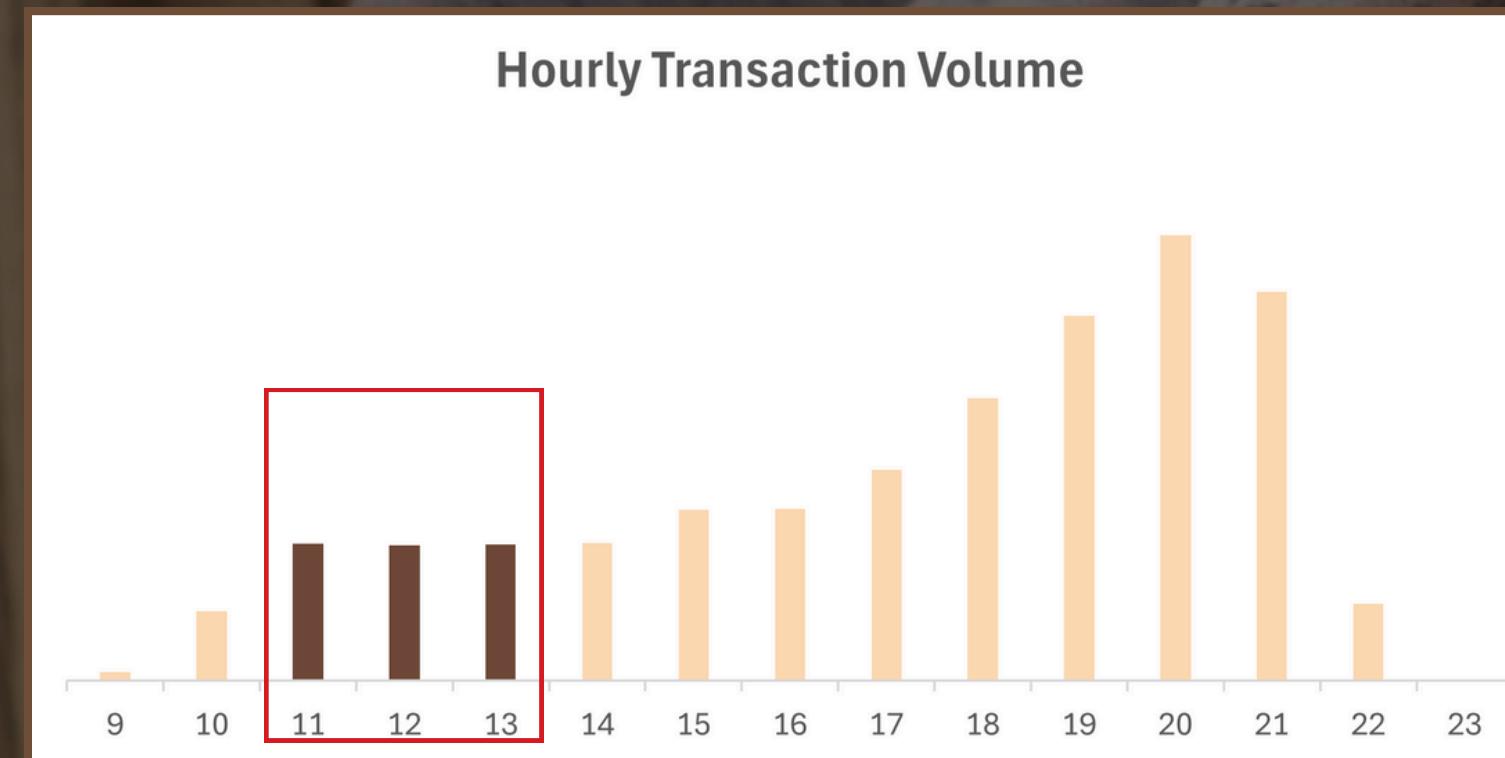
Evaluation

RECOMMENDATION 1



OPTIMIZING SOCIAL MEDIA ADVERTISING CAMPAIGNS

Mondays, Tuesdays, and Fridays exhibit relatively low traffic (**ranging from 112 to 136**) while maintaining stable conversion rates. Furthermore, the period between 11 PM and 1 AM (**with approximately 1,000 transactions**) represents a strategic opportunity to implement targeted campaigns aimed at increasing purchase activity leading into the weekend.



With the significant expansion of social media, **leveraging livestreaming platforms** has become an **effective strategy** for attracting customers, leading to a rapid increase in traffic and online conversion rates. However, implementing online sales platforms **requires additional investment** in operational costs from the store. Furthermore, **the frequent introduction of discount** campaigns may negatively **impact overall profit margins**.

Background

Key Issues

Recommendation

Evaluation

RECCOMENDATION 2

CHALLENGES

PRODUCT TYPE
DISTRIBUTION IS
UNEVEN.



A LARGE PORTION
OF INVENTORY
CONSISTS OF
UNSOLD NEAR-
EXPIRY AND
EXPIRED ITEMS.

OPTIMIZING PRODUCT TYPES AND MERCHANDISE ASSORTMENT.

Optimizing Product Portfolio:
Sustain and expand core product lines by introducing diverse designs to **attract customers**. Given the decline in **Áo dài** sales after Tết, implement a **rental service** for special occasions such as weddings and events, making it more affordable and accessible. Additionally, **offer exclusive post-Tết promotions**, particularly targeting professionals in corporate and educational environments, to maintain steady demand.

Optimizing Merchandise Type Revenue: Implement **prelaunch campaigns** for “**Hàng mới đợt 1**” products to **build awareness** before release, leveraging KOLs and influencer reviews while offering exclusive discounts for VIP customers. To **reduce low-performing inventory**, apply **strategic pricing** and **diverse promotions** such as buy-one-get-one offers and cross-selling, effectively clearing excess stock while increasing APT and UPT.

Background

Key Issues

Recommendation

Evaluation

RECCOMENDATION 3

REVENUE MAINLY COMES FROM RETURNING CUSTOMERS.

CHALLENGES

EXPANDING THE NEW CUSTOMER BASE WHILE RETAINING EXISTING CUSTOMERS.

Developing a Sustainable Sales Strategy: The **post-Tết period** often experiences a significant decline in revenue due to **reduced demand** from existing customers and **limited brand awareness** among potential ones, resulting in off-peak months. To mitigate this, **implementing a structured loyalty program** with point accumulation and tiered membership benefits can enhance customer retention. Additionally, **targeted marketing campaigns** should be deployed to attract new customers, optimize their shopping experience to increase purchase intent, and establish comprehensive customer care initiatives to foster long-term loyalty.

Background

Key Issues

Recommendation

Evaluation

ADVANTAGES AND DISADVANTAGES

Recommendation	Advantages	Disadvantages
Developing plans to increase APT, conversion rates.	<ul style="list-style-type: none">Easily implementable social media advertising strategies.Effective customer attraction through promotional programs.	<ul style="list-style-type: none">Need for Performance Measurement, difficult to accurately estimate the effectiveness in driving revenue growth.Impact on Profit Margins.
Optimizing product types and merchandise assortment.	<ul style="list-style-type: none">Diversifies revenue streams and customer base.Enhances inventory management efficiency.	<ul style="list-style-type: none">Challenges in managing rental operations.Offering too many low-performing products may reduce customer trust.
Expanding the new customer base while retaining existing customers.	<ul style="list-style-type: none">Enhancing user experience.Expanding business market.	<ul style="list-style-type: none">A long-term strategy is required.High risk and significant initial investment costs.

Background

Key Issues

Recommendation

Evaluation