The SCQ framework provides structure for decomposition of key question

Situation

- Everqlo profitability has been stagnant for a year
- The company has been loss-making for the past 6 months
- Everqlo's revenue relies heavily on in-store sales from their network of physical stores

Complication

- Consumer shopping habits have changed rapidly post-pandemic, with a surge in online shopping
- With competition investing heavily in online distribution, Everqlo fell behind in capitalising on consumers' move to online channels

Key Question

- How can Everqlo increase its profitability given the changing shopping habits of consumers and its current retail store network?