Sipfora – Detailed MOM (Day-1 & Day-2)

# Day-1 MOM

## Participants

Investor, CEO, HRBP, VP Sales & Marketing, VP Social Media

## Agenda

Growth, ROI, KPIs, Marketing Strategy, Online Presence, Budget Allocation, Customer Feedback, Areas of Lag, Improvements.

## Discussion Points & Outcomes

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| Topic | Key Notes | Outcomes/Action Items |
| Financial Snapshot | Revenue: ₹8.4 Cr, Net Profit: ₹1.1 Cr, ROI: 16.9%, Sales Growth: 28% above target | Strengthen cost control & profitability focus |
| Sales & Marketing | Coffee 65%, Tea 35%. Repeat purchase 42%. Strong metro traction, weak Tier-2 presence. CAC higher than expected. | Plan-B: Push Tier-2 via e-commerce, micro-influencers, smaller SKUs, supply chain cost optimization (-12%) |
| Social Media | Followers: 25K+, Engagement: 4.8%, Campaign reach: 1.2M. High reach but low conversions. 70% traffic from Instagram. | Plan-B: Diversify into YouTube, Pinterest, SEO blog. Integrate shop-links, seasonal offers. Target: Conversion 2.5%→4%, CAC -25% |
| HR & People | Headcount: 52, Attrition: 12%, Engagement score: 7.8/10. | New hiring: 8 roles (Sales, Analysts, Community Manager). HR Budget: ₹75–80 Lakhs (~12% OpEx). Focus on training & flexible work pilots. |
| Customer Feedback | Cold brews loved, premium teas resisted in Tier-2. | Launch smaller SKUs, bundles, regionally adaptive pricing. |
| Year 2 Forecast | Budget: ₹9.5 Cr, Revenue Target: ₹11.5–12 Cr, Net Profit: ₹1.8–2.1 Cr, ROI: 20–22% | KPIs: Conversion ≥4%, Repeat Purchase ≥50%, Attrition ≤10%, NPS 55+. |
| Branding | Final Logo: Red-Gold Premium Identity. Tagline: 'Every Sip, A Lifestyle.' | Launch Budget: ₹2.2–2.4 Cr. Expected ROI: +₹4.5–5 Cr revenue in 12 months. |

# Day-2 MOM

## Participants

Investor, CEO, HRBP, VP Sales & Marketing, VP Social Media

## Agenda

Day-1 Recap, Risk Analysis, Competitive Benchmarking, Plan-B for sales dips, AI adoption, Closing Notes.

## Discussion Points & Outcomes

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| Topic | Key Notes | Outcomes/Action Items |
| Day-1 Recap | Reviewed financials, KPIs, HR, customer insights, branding, and forecasts. | Align on execution and sharper CA-oriented analysis. |
| Financial Risk Analysis | Risks: High CAC, Tier-2 expansion, supply chain inflation, attrition, overdependence on coffee, Instagram reliance. | Mitigations: Micro-influencers, e-commerce push, regional distributors, retention incentives, SKU diversification, platform diversification. |
| Competitive Benchmarking | Starbucks, Chaayos, Blue Tokai, Third Wave, Local cafés compared. | Sipfora’s edge: Affordable luxury, coffee + tea duality, semi-urban adaptability. |
| Plan-B (Sales Dip) | Scenarios modeled: -15%, -30%, -40% sales. | Actions: Lean operations, SKUs prioritization, contingency fund (₹1 Cr), freeze hiring, supplier negotiations. Ensures 9–12 months runway. |
| AI Adoption | AI in sales forecasting (+18% accuracy), budgeting simulations, NLP sentiment analysis, KPI dashboards, risk stress tests. | Future: Real-time dashboards, predictive KPIs, AI-powered CX. |
| Closing Note | Inspirational quote: 'Great companies are not built in comfort, but in the courage to adapt, innovate, and keep serving customers better every single day.' | Next quarterly review planned. |