
寄件者: Asimit, Vali
傳送時間: 2019 年 8 月 5 日 下午 03:33
收件者: PG-Liu, Ching-Wei; Pedro Rodrigues
副本: PG-Jia, Yizhou; PG-Lin, Ziai; PG-So, Pui
主旨: RE: Savvy2 Group W Business report

Hi All,

The UK Wholesaler send Pedro and I the following feedback this morning. Please liaise with Pedro the technical details this morning and read carefully the feedback from below before meeting Pedro:

1. Key Accounts: for both key accounts and UK customer groups it shows that mugs are very popular - regardless of the collection, as they are quite spread -. It is interesting to see that these 2 customer types, which are from the same market (UK only), share the same likes/behaviour. Unfortunately the key account group does not contain international customers therefore this behaviour was expected. We have not tried to make a bundle of trinket dishes before for this area, but it was highlighted that these are popular so maybe a bundle with a discount could entice customers to buy in Q1. In terms of Christmas, it shows that the customer likes to buy more into the traditional collections - with the reindeer and wood base products -, so we will keep this in mind when range building for the next Christmas season 2020.

2. UK: it is true that the money boxes are quite popular with this group. However, we never made the connection between the money boxes and the passport holders. The reason why they tend to sell together, is because the collections we've introduced them in are more related to travel, holidays etc. This will make for an interesting bundle in Q1, due to beginning of holiday season from May onward. Coasters also seem popular and bought together with mugs, and again this was not a bundle we have ever done – I thought it is quite obvious why they go together (also the UK customers are more traditionalists in how the mugs are set on the table).

3. France: It is interesting to see that lunch boxes have been bought quite often with the home accessories section. Unfortunately we do not have the lunch boxes in the home section on the website so we will add this for an easier navigation for customer. It was also highlighted that the Easter collection was a success for the French market. This is very true. We tried to introduce this mini collection throughout the year, but unfortunately it did not perform well. We can take this into account and design a new Easter collection for 2020 that is particularly targeted for the French market (as they buy seasonal items). Also it might be worth for us to start putting bundles together from the 2 highlighted collections, Bear Camp & Rainbow Unicorn, as we have not combined same products from different collections in the past. Q4 seems to be a better time for selling stationery bundles for France, and this should be separated from Rest of the world customer (as they tend to buy more in Q1) - we usually used to make bundles the same for both markets.

4. Rest of the world: due to the number of areas/markets (rest of Europe minus France, plus some areas like Emirates, Japan, Turkey, Israel etc.), the behaviour of buying is hard to define and find association. I believe this is an area where we need to do more work on, maybe dissect it per country, and see what the customer is interested in. Stationery has been highlighted as a category in the report. We have done bundles in the past for this, but usually around Q4. For next year, we will try and change this for Q1, as it seems they buy more during that period. As with France market, these customers tend to buy both kitchen and home accessories together. As we have these sections under separate tabs on the website, it might be worth that when a customer from these markets is browsing, we make sure they are shown products from both sections: home and kitchen, to increase their basket value.

Overall, it was also highlighted that the French market buys Christmas much later than the rest of the customer groups. This is true, hence why we only exhibit Christmas products in September shows in Paris - they never buy Christmas in June/July, when other exhibitions are happening -.

Very interesting findings have been resumed in the report. There are new ideas of bundles/ discounts we have not made before, and I will make sure to pass the information to the merchandising team for future promotions. We knew certain changes on the web navigation needed to happen, but now we know we need to readjust the home and kitchen sections. Also more work from our side needs to be put into the Rest of the world section, to ensure a more detailed information can be extracted for more accurate promo offers.

All the best,

Vali

From: PG-Liu, Ching-Wei

Sent: 02 August 2019 22:19

To: Asimit, Vali <Alexandru.Asimit.1@city.ac.uk>; Pedro Rodrigues <pedro@savvydatainsights.co.uk>

Cc: PG-Jia, Yizhou <Yizhou.Jia@cass.city.ac.uk>; PG-Lin, Ziai <Ziai.Lin@cass.city.ac.uk>; PG-So, Pui <Pui.So@cass.city.ac.uk>

Subject: Savvy2 Group W Business report

Hello Vali and Pedro,

Please find attached our business report. Thank you and look forward to having your comments.

Best regards,
Savvy2 GroupW

從 Windows 10 的郵件傳送