

## The Shopper's Report – Albi's

Our prime objective here is to retain the customer base, and then on that additionally try to increase the customer base

Priority Months for Customer retention (where customers will be retained the highest)
December
January
September
April

Based on the visual data solutions, this are the following schemes and offer Albi's need to implement to retain customers and increase customer base:-

- Increase the stock of following products in the month of December, January, September, April. Also include a light sale on the said product. This products would include the following and all the other products in similar unit sales.
  - World war 2
  - Jumbo Bag Red
  - Assorted Colour Bird
  - Popcorn Holder
  - Pack of 72 Retrospot
  - White hanging heart
  - Mini Paint Set Vinatge
  - Pack of 12 London tissues
  - Pack of 60 Pink Paisleu
  - Small Popcorn Holder
- This items are the highest selling items in the market, with higher stock of this, you will be able to increase their availability, helping you retain you base and with lower price (due to sale), you will be able to increase you base as this months have the highest retention rate to attract new customers.
- Put massive sales on 4 main months in following descending order:-
  - December
  - January
  - September
  - April
- Best month to increase customer base is December, followed by the rest of the 3 in decreasing order, therefore if you sell item in this months at lower rate, chances of retaining those customers is highest

- Put a discount on following items as well as items in similar price range in the months February, March, May till August and in October :-
  - Dotcom Postage
  - Postage
  - Regency Cakestand
  - Party Bunting
  - Set of 3 Cake Tins
  - Crul Commission
  - Cream Sweetheart
  - White Hanging Heart
  - Bank Charges
  - Enamel Bread
- This months will have fewer customer retention, that's why it is advised to sell the costlier items at lower rate, in order to gain competitive edge, in a already strained month. The store can later make up for this by selling them in high quantity without discount in more retentionable months.