



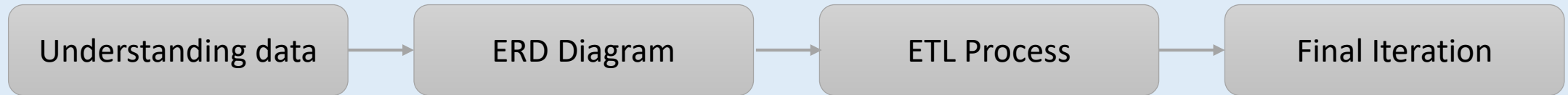
Reseller-Branded franchise

Group Members

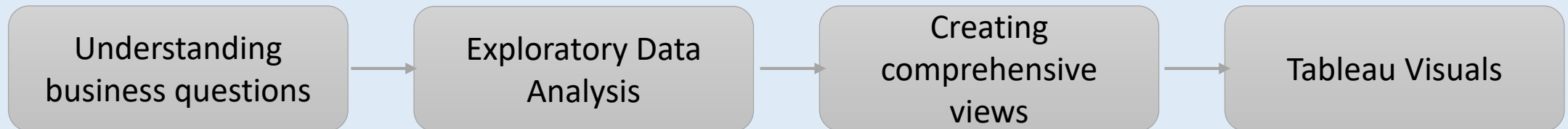
Manas Thakre , Anirudh Rao, Ishaan Srivastava, Vaisakhi Mishra, Priya

Methodology

- Initial Steps



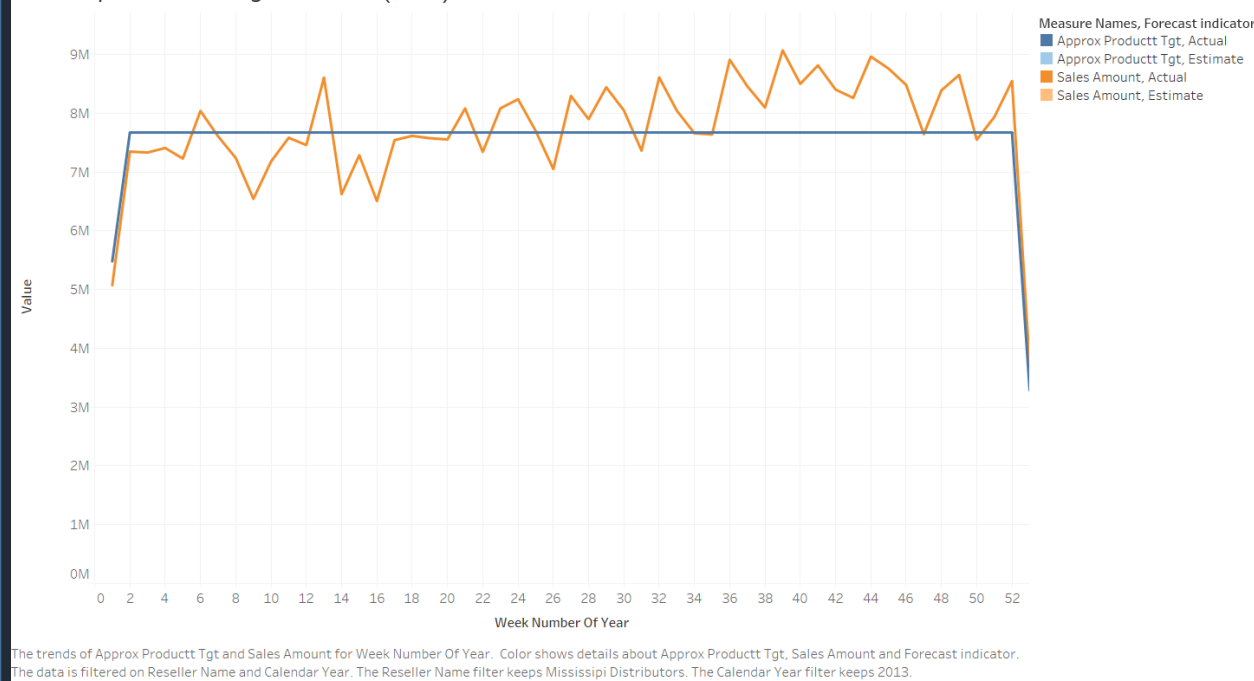
- Analysis Steps



Recommendations

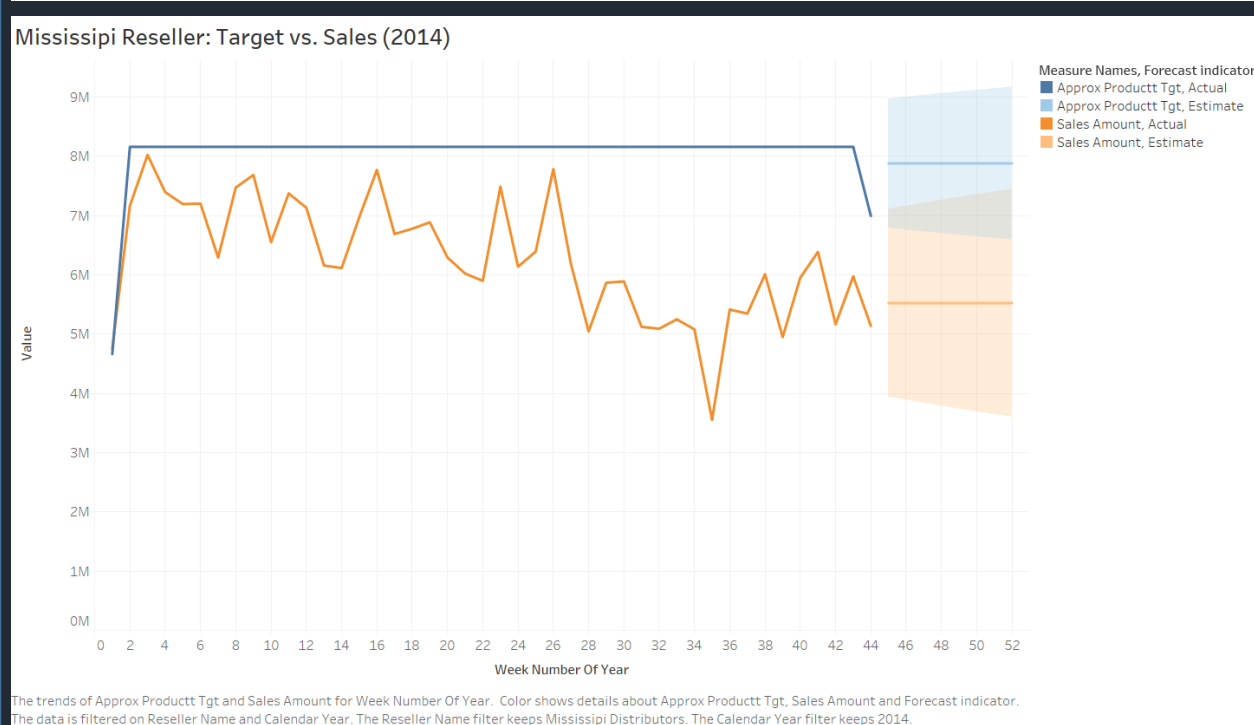
Target vs. Sales

- Reseller has performed comparatively well in 2013 as compared to 2014, with Reseller sales picking up from mid year in 2013



Forecast for 2014

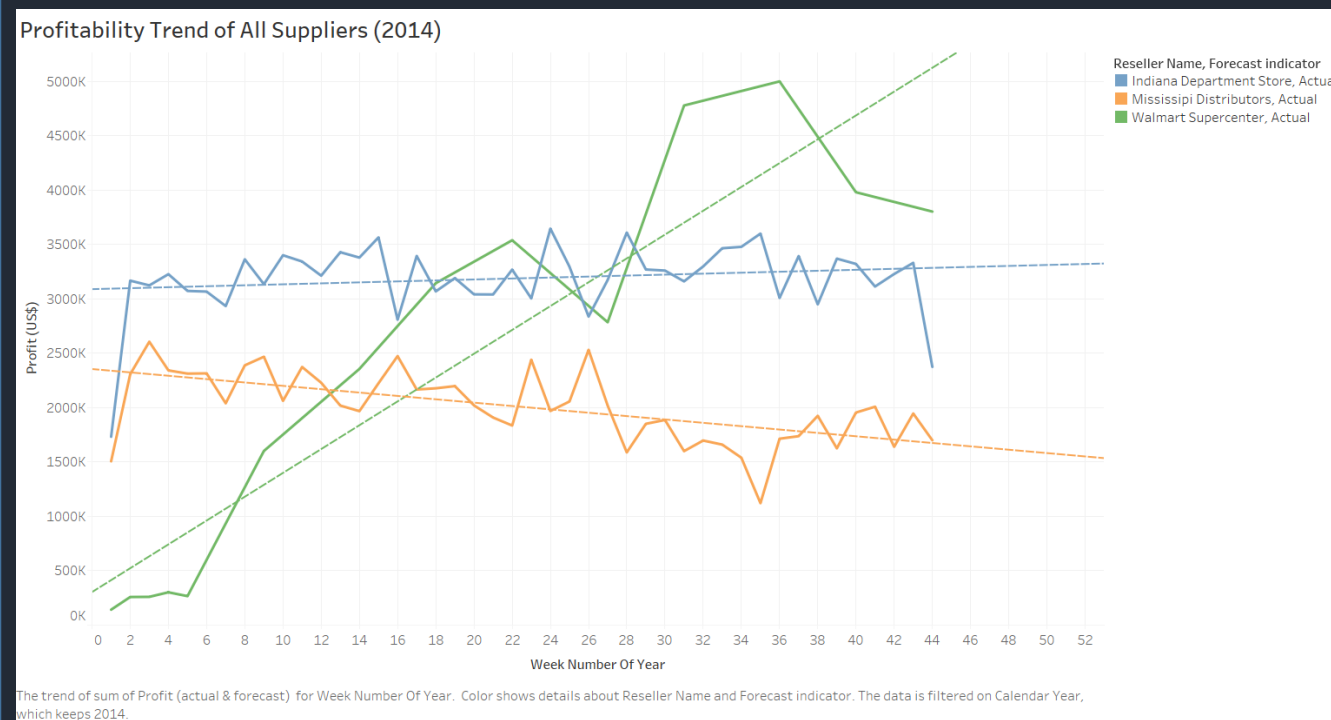
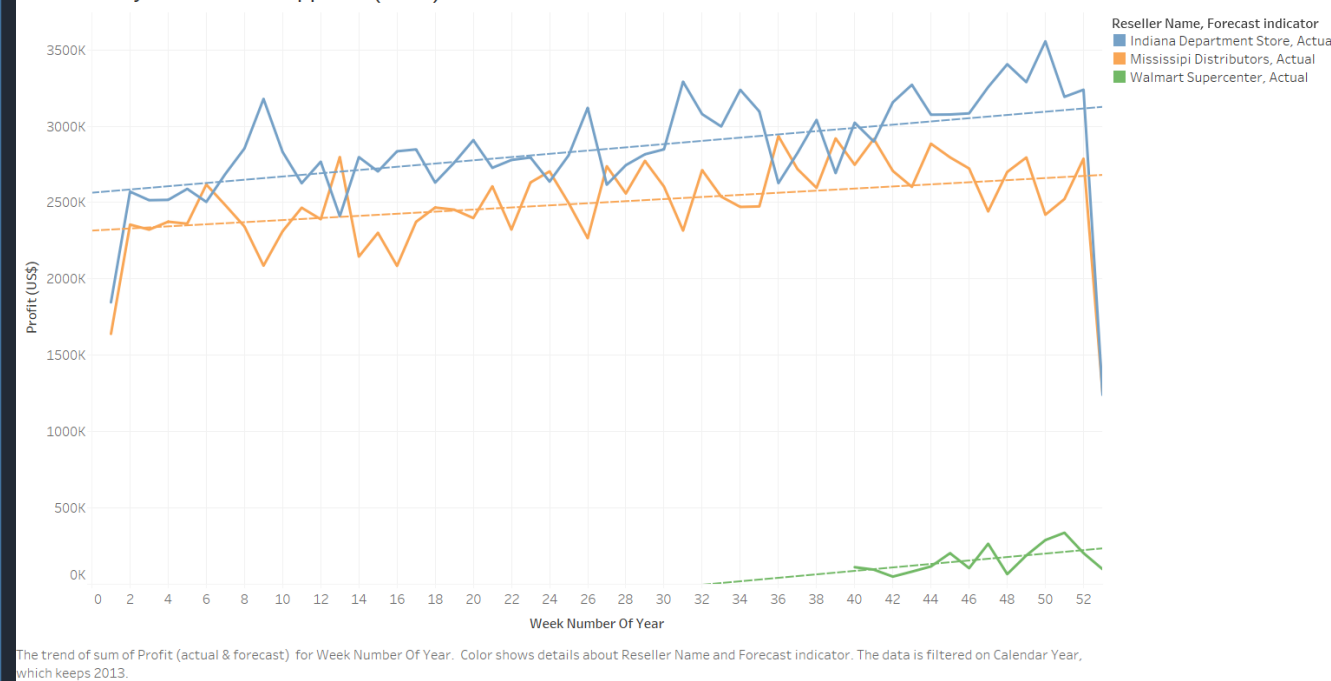
- Forecast for 2014 looks dim with sales dropping consistently below the target for all the weeks.
- The reseller will not be able to achieve the target even in the best case scenario (95% confidence level)



Profitability

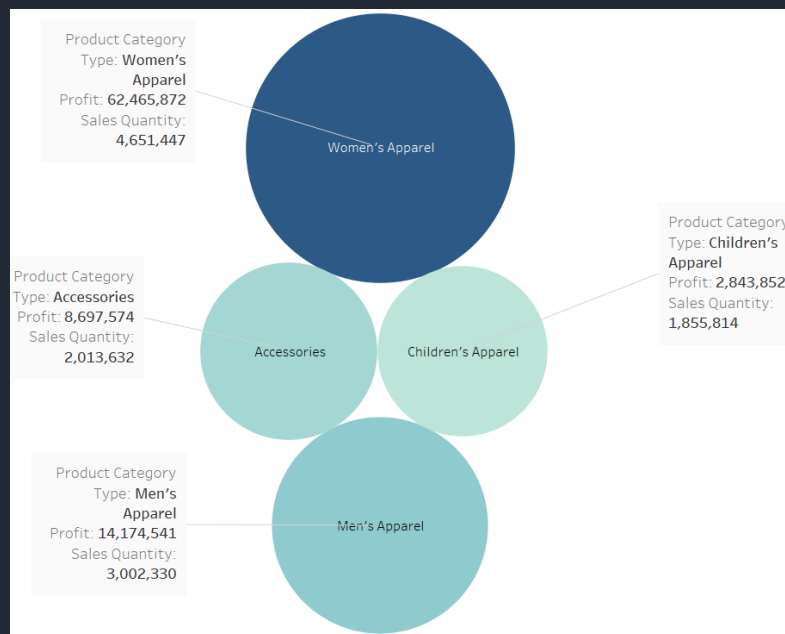
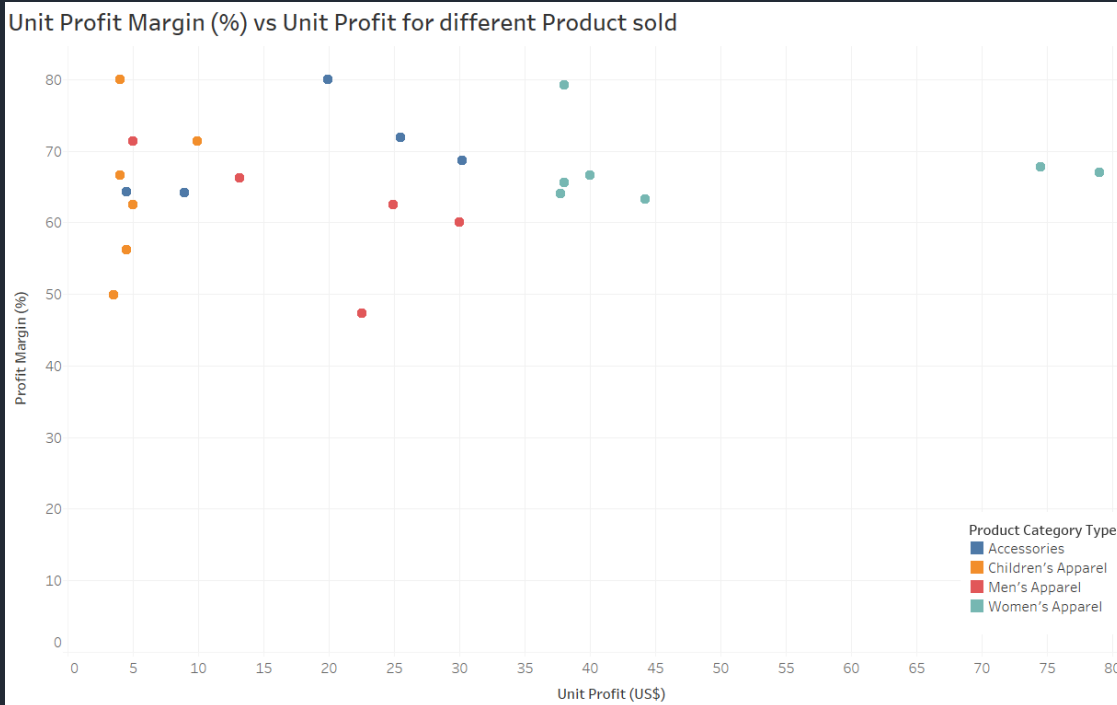
- **2013:** Overall profitability of Mississippi distributors and Indiana Departmental Stores have been gradually increasing till the end of the year. From preliminary analysis, it looks like increasing profitability of new distributor (Walmart Distributor) which started selling since Oct 2013, might be affecting the other two distributors in coming years

- **2014:** Walmart shows an exponential trend in terms of profitability. However, the other two distributors seem to be on decline, with Mississippi distributors losing out on profit significantly.
- *Comparing both years, it is clear that Walmart has created its own market space.*

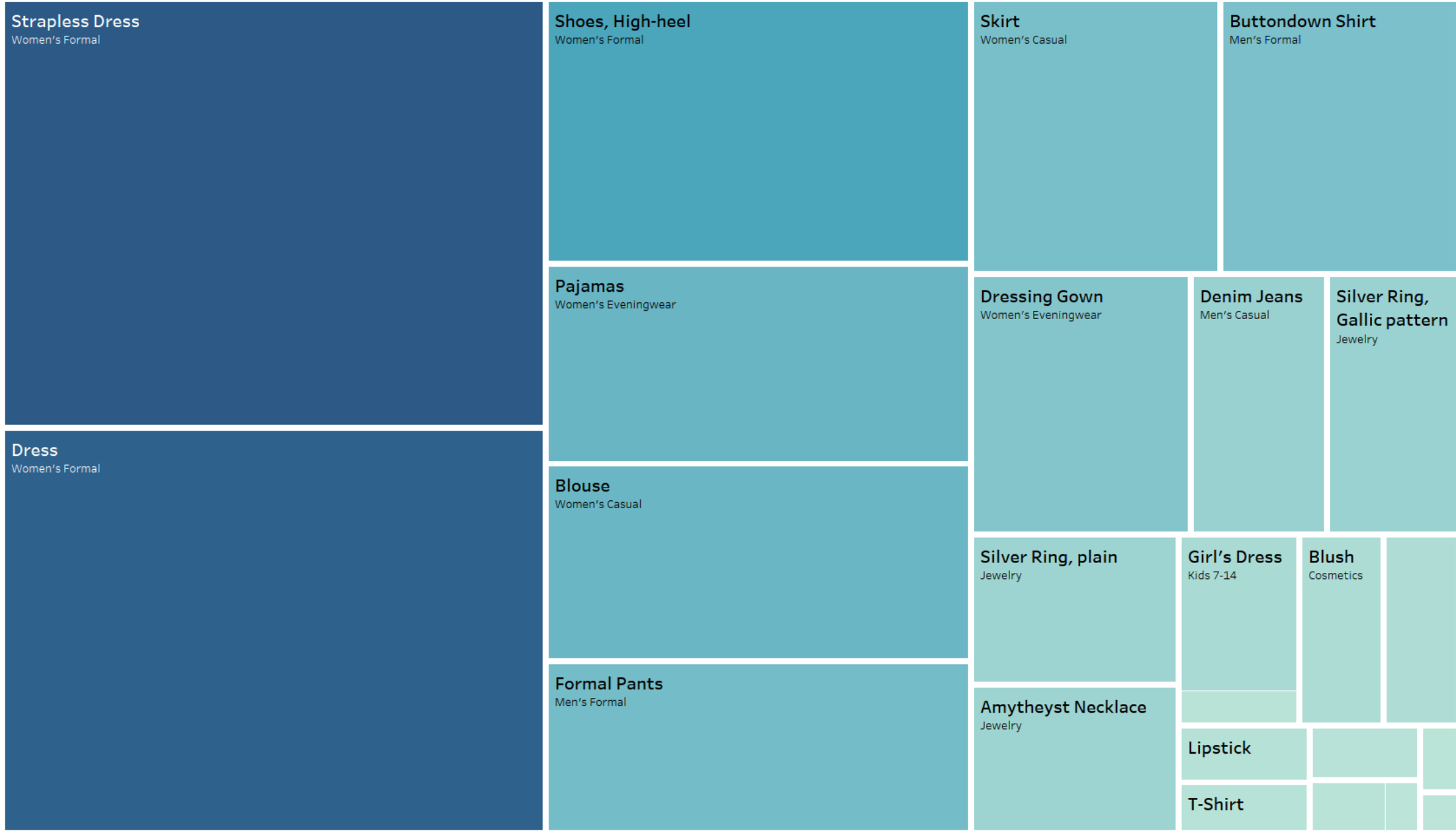


Best Bet for Resellers... Where the money lies..??

- Women's Apparel seem to be the most promising category both in terms of per unit profit and Profit margin (over 60% for all)
- Men's apparel seems like the second most promising category in terms of profit next only to women's apparel
- Kid's products have high profit margin but the unit price is very low which needs big sales quantities to make any significant impact on profit



Profitability Grid for All Products sold by Mississippi Reseller



Product Type

- ☒ (All)
- ☒ Baby 0-2
- ☒ Cosmetics
- ☒ Jewelry
- ☒ Kids 2-6
- ☒ Kids 7-14
- ☒ Men's Casual
- ☒ Men's Formal
- ☒ Women's Casual
- ☒ Women's Eveningwe...
- ☒ Women's Formal

Product Category Type

- ☒ (All)
- ☒ Accessories
- ☒ Children's Apparel
- ☒ Men's Apparel
- ☒ Women's Apparel

Calendar Year

- ☐ (All)
- ☐ 2013
- ☒ 2014

SUM(Profit)

116,879 16,910,082

Day's Performance

- Women's apparel is doing great in sales as they have both high profit and sales quantity.
- Similarly, we can infer from the graph that children's apparel is not doing well in weekly sales due to low unit profit and sales quantity.
- As can be seen from the graph, men's apparel seems to be second most promising category in terms of profit in weekly product sales.
- In case of accessories, this category is generating profit relatively proportionate to their sales quantity.
- Therefore, more focus should be on women's apparel to maximize revenue, whereas the marketing strategy for children's apparel needs to be reworked.

