

# **Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth**

## **1. INTRODUCTION**

### **1.1 Overview**

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

### **1.2 Purpose**

#### **Uses of Marketing**

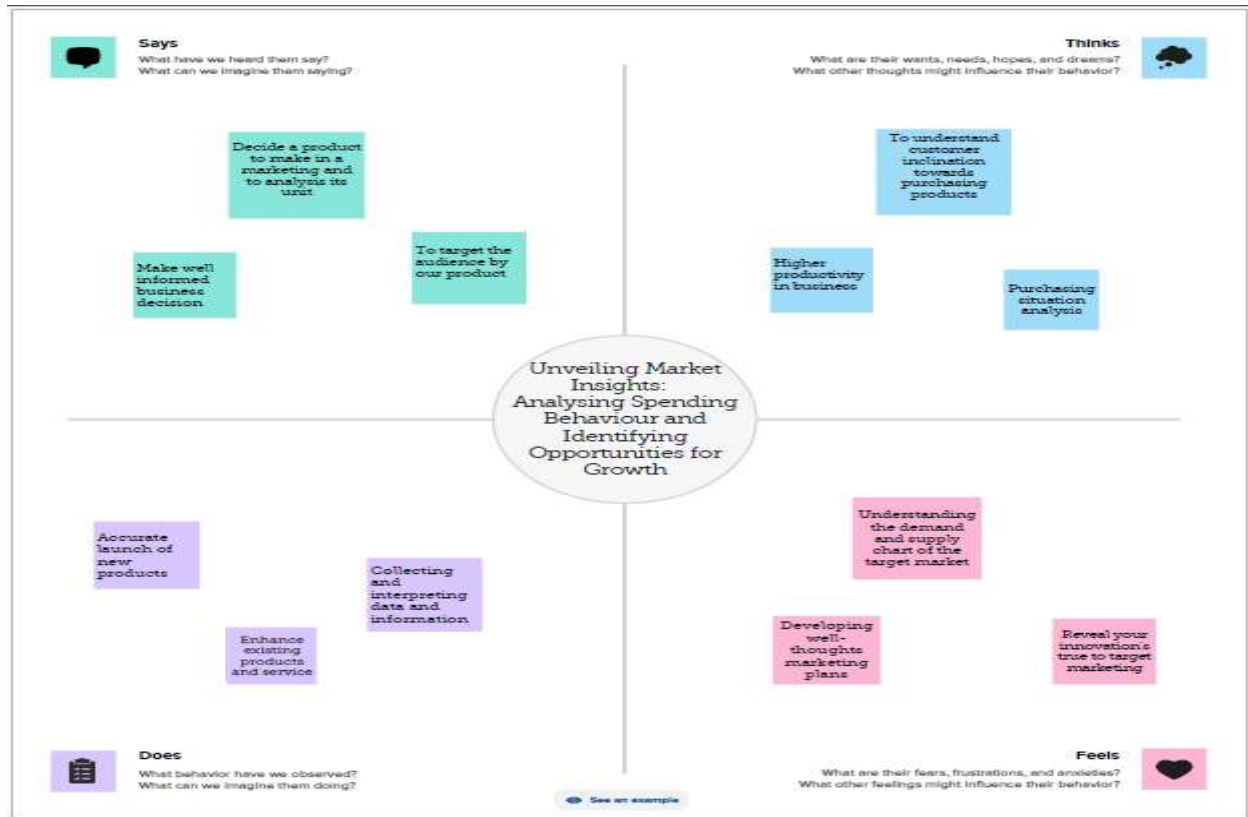
- It helps businesses strengthen their position.
- It minimises any investment risk.
- It identifies potential threats and opportunities.
- It helps to discover your's and your competitor's strengths and weaknesses.
- It facilitates strategic planning.
- It helps in spotting emerging trends.

#### **Benefits of Wholesale Marketing**

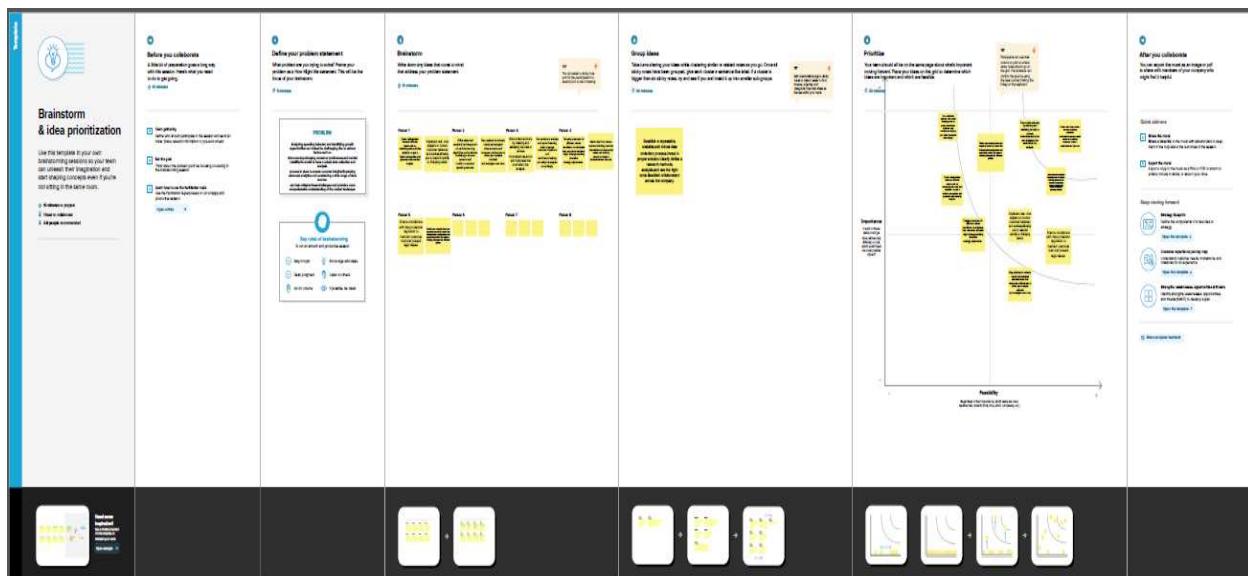
- The creation and propagation of a brand.
- Get to know the business.
- Diversification.
- Make a profit.
- Access to the product.
- Create a supply chain.
- They are no more schlepping in wholesale.
- Wholesale removes the requirement for unsold goods in stock.

## 2.Problem Definition & Design Thinking

### 2.1 Empathy Map



### 2.2 Ideation & Brainstorming Map



3. RESULT

3.1 Dashboard 1

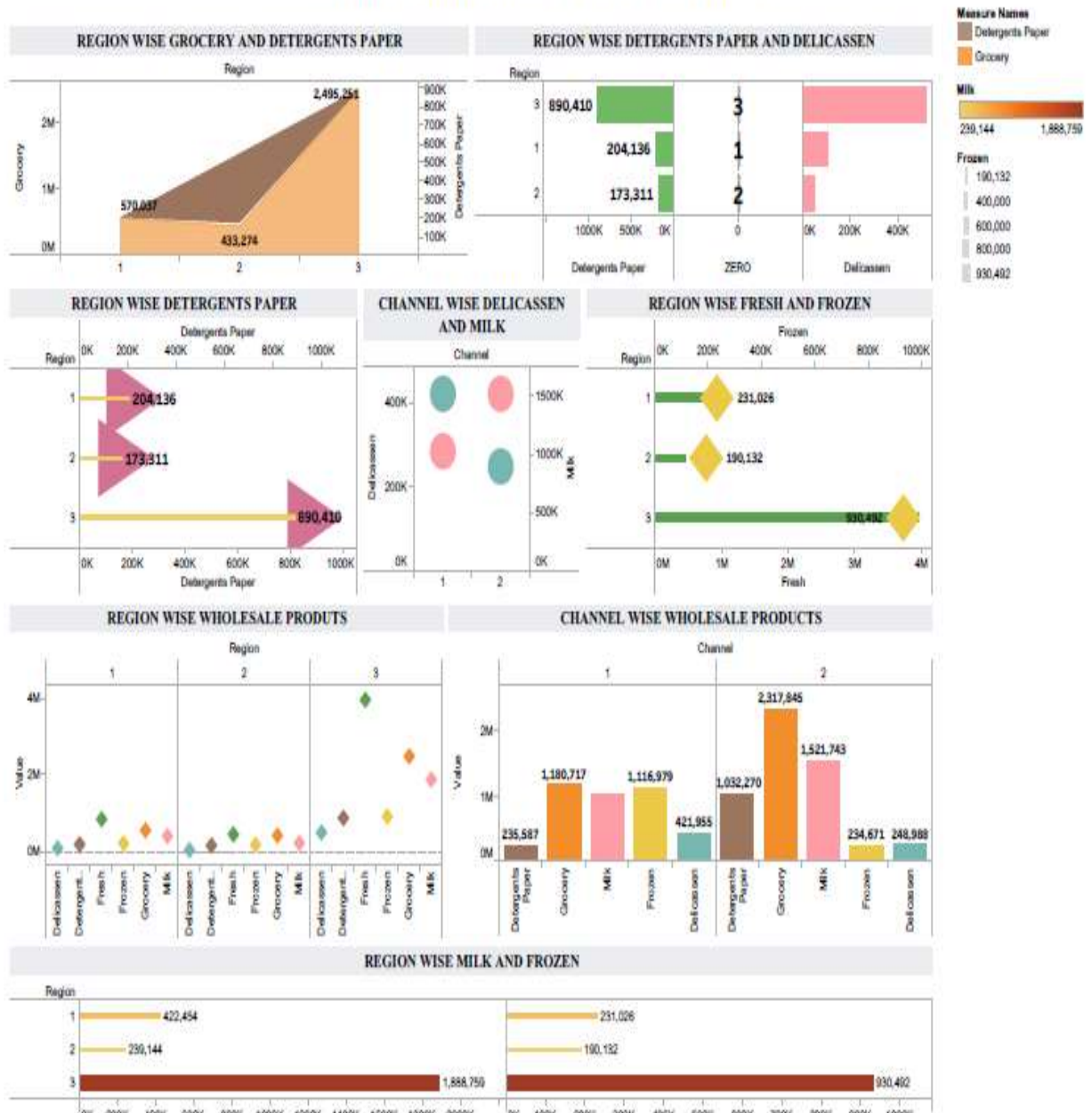


Region, Measure Names

- 1, Grocery
- 1, Milk
- 1, Fresh
- 2, Grocery
- 2, Milk
- 2, Fresh
- 3, Grocery
- 3, Milk
- 3, Fresh

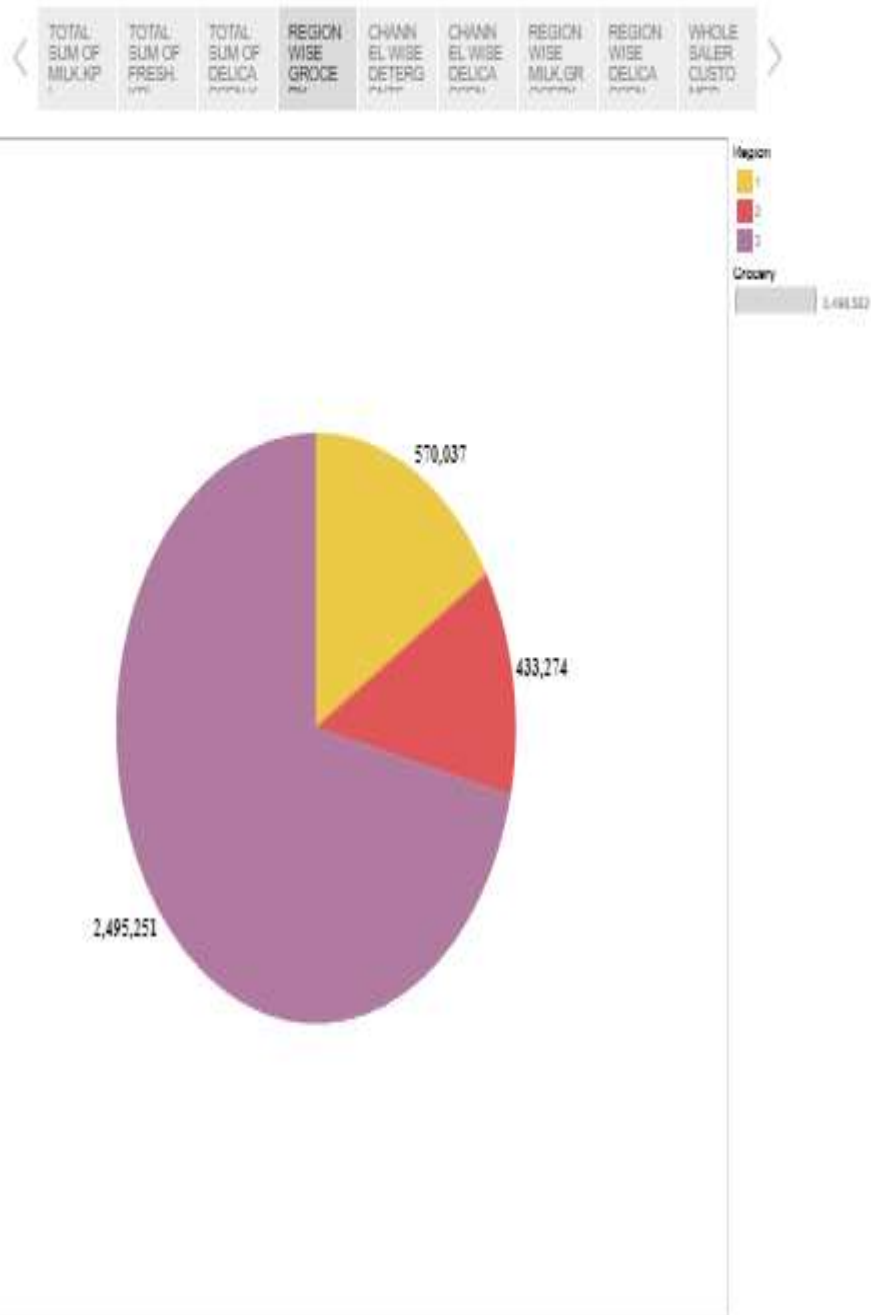
## 3.2 Dashboard 2

### WHOLESALE CUSTOMER ANALYSIS -2



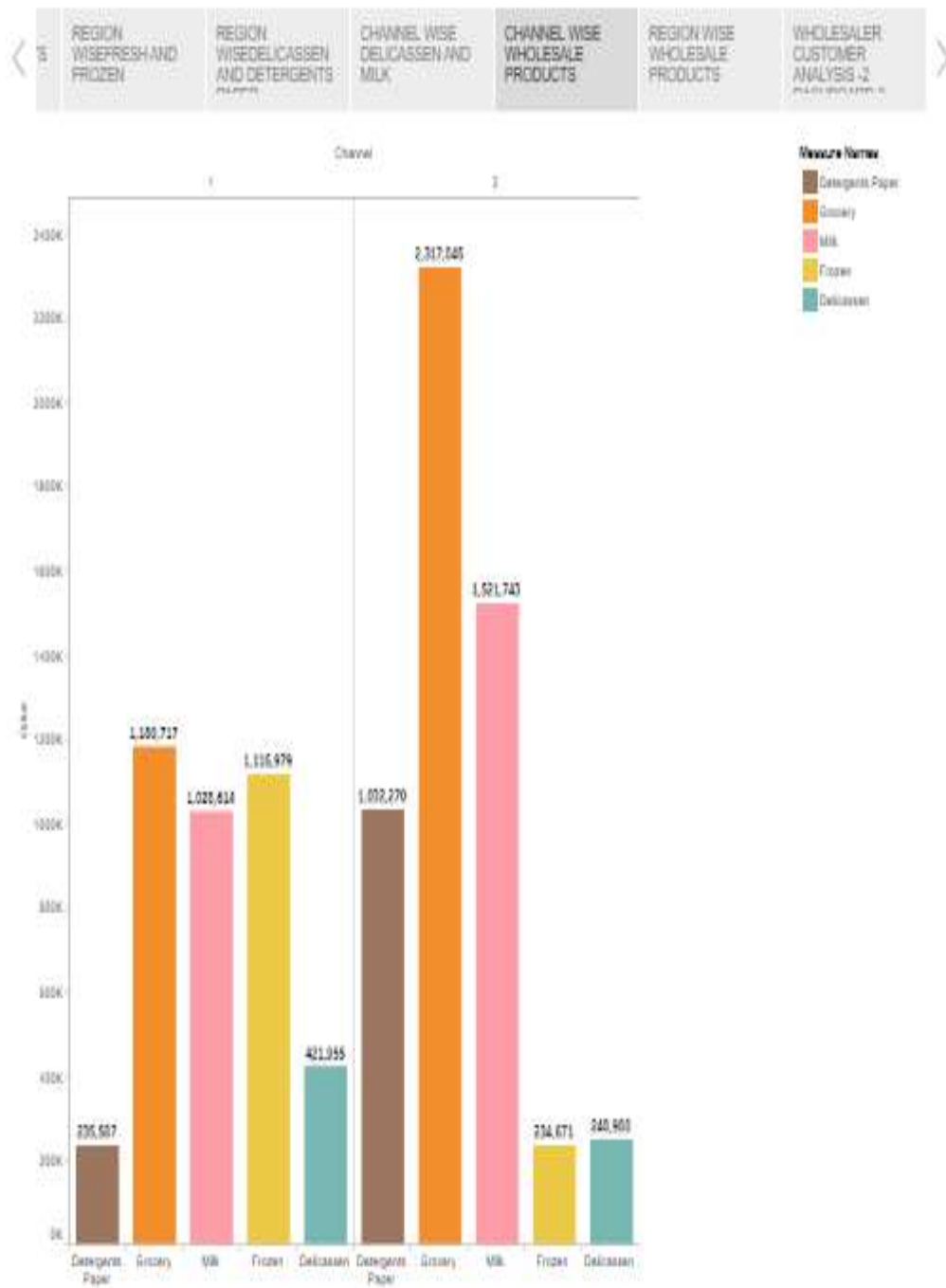
### 3.3 Story 1

Story 1



### 3.4 Story 2

#### Story 2



#### 4. ADVANTAGES & DISADVANTAGES

Advantages of using wholesalers	Disadvantages of using wholesalers
<ol style="list-style-type: none"><li>1. Buy in bulk, saving manufacturers the delivery costs of many small runs.</li><li>2. They bear the risk of holding stock.</li><li>3. Break down the bulk supplies and sort into quantities retailers will buy.</li><li>4. Give advice/market research to manufacturers, knowing what goods will sell well.</li><li>5. Labels the products for the retailer.</li></ol>	<ol style="list-style-type: none"><li>1. Loses control over how the product is advertised</li><li>2. Profits have to be split as the wholesaler is the Middleman</li><li>3. Manufacturer has to provide point of sale material for wholesaler eg posters</li><li>4. May be more expensive for small shop to buy from wholesaler.</li><li>5. Takes longer for fresh produce to reach the shelves in retailers</li></ol>

#### 6. APPLICATIONS

##### Solution for the Wholesale marketing problem

- Focusing on the wrong audience.
- Lack of process definition.
- Insufficient knowledge about activities at each stage of the funnel.
- Errors in data analysis.
- Lack of alignment with the sales team.
- Lack of attention to detail.
- And limited time to execute actions.

#### 7. CONCLUSION

In this project , I conclude that Wholesale markets therefore play a crucial role in the vertical coordination of food markets, equilibrating supply with demand and facilitating price formation. Their role reduces per unit marketing costs, promotes stable markets for local produce and encourages increased output and productivity.

## 8. FUTURE SCOPE

