

### ★ Problem statement :-

The company is facing a consistent decline in market share & revenue, despite having a diverse product portfolio. The underlying causes are multifaceted, including increased competition, shifts in consumer preferences, & inefficient in current marketing & distribution strategies. If left unaddressed, these issues could lead to long term brand erosion & financial.

### ★ Executive summary :-

The company is experiencing decline market share & stagnating revenue growth necessitating immediate intervention to restore its competitive edge. The proposed project ~~its competitive edge~~. The ~~pro~~ aims to address these challenges by conducting a throughout market analysis, refining product offerings, & optimizing marketing & distribution channels. By optimizing marketing, realigning the company's strategies with current market demands, the project seeks to enhance customer retention, improve brand loyalty & drive sustainable growth.

### ★ Project Description :-

This project will focus on identifying & addressing the root causes of declining market share & revenue. It will involve a



Comprehensive analysis of market trends, competitors strategies, & internal operational efficiencies, key areas of focus will include revamping marketing campaigns, enhancing the product mix to better align with consumer preferences & improving distribution networks to ensure timely & efficient product delivery. The project will be executed in phases, with initial efforts directed at market research & strategy formulation, followed by the implementation of targeted actions.

#### \* Current solution :-

- The existing system is outdated, with limited functionality & poor integration capabilities, & dissatisfaction among users

#### \* challenges :-

- Managing change & ensuring staff adoption of the new system.
- Ensuring seamless integration with other business tools.

#### \* Why to take a project :-

To improve customer satisfaction, increase sales efficiency, & support the Company's growth.



\* Project scope:-

The scope of this project includes:

- Conducting a detailed market analysis to understand shifts in consumer behavior & competitor positioning.
- Reviewing & optimizing the current product portfolio to align with market demands.
- Developing & executing new marketing strategies to increase brand visibility & customer engagement.
- Assessing & improving distribution channels to ensure operational efficiency.



★ Project specific goals :-

- Increase customer satisfaction scores by 15%.
- Achieve 100% interest of people.

★ Tasks :-

- Migrate data from the old system.
- Conduct training sessions for staff.

★ Deliverables :-

- A data migration report.
- Comprehensive training materials.

★ Costs :-

- Software licenses :- 50,000
- Training :- 30,000
- Data Migration :- 25,000
- Total Estimated cost :- 95,000

★ Deadline :-

- Month 1 :- Software & procurement.
- Month 2-3 :- System customization.