

# Strategic Profitability Analysis: Furniture Market Insights

An analysis of furniture profitability reveals heavy returns **concentration in specific customer segments and geographic locations**. Data highlights where to **focus resources** for maximized ROI and where to re-evaluate pricing strategies.

## CONSUMER SEGMENT DOMINANCE



Consumer ₹1,34,119

The Consumer segment leads all categories with a total profit of ₹1,34,119.



Corporate ₹91,979



Home Office ₹60,298

**KEY FINDING:** Segmented Profit Distribution. Consumer demand significantly outpaces the Corporate and Home Office segments.

## TOP 3 PROFIT-DRIVING CITIES



COLLECTIVE PROFIT GENERATION: ₹91,415

Vadodara, Ahmedabad, and Rajkot collectively generate ₹91,415 in profit.



### INVENTORY & PROMOTION FOCUS

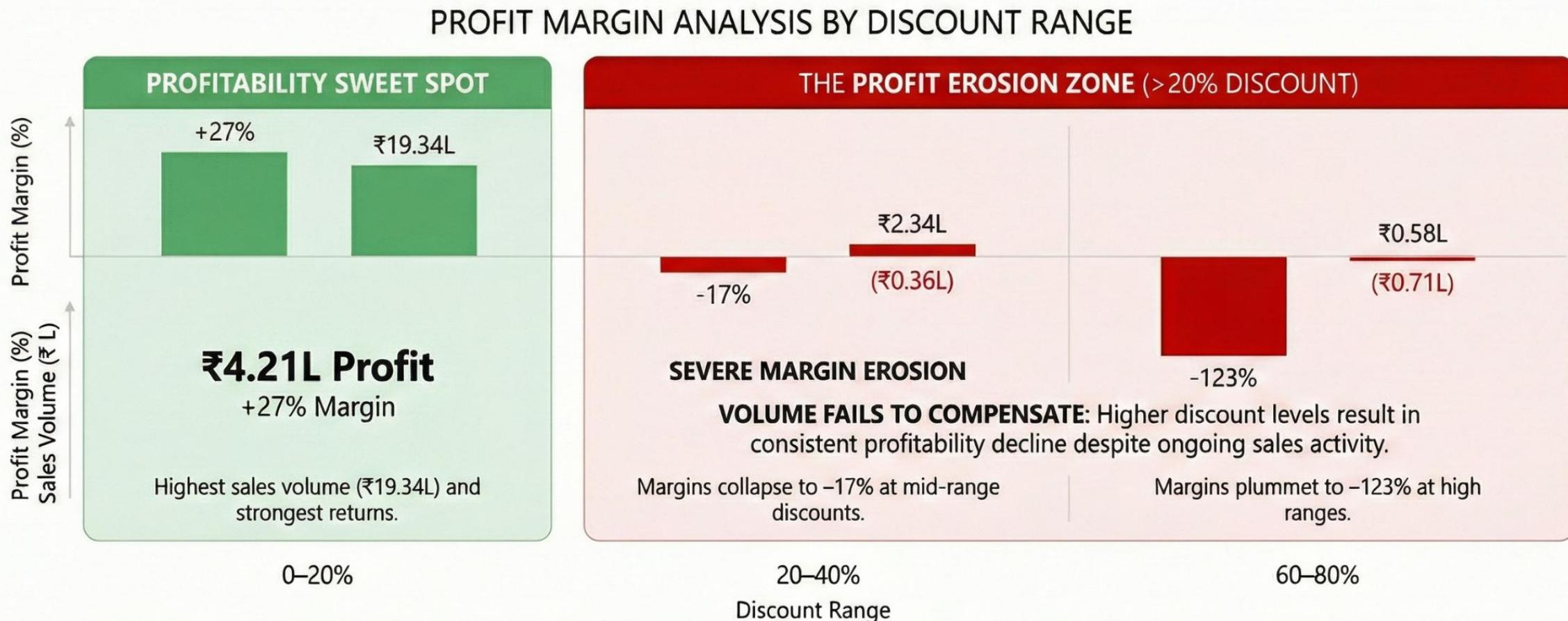
Prioritize high-performing cities and the Consumer segment to maximize overall profitability.



### OPERATIONAL REVIEW

Evaluate pricing and discount strategies for low-performing segments and locations.

# DISCOUNT IMPACT ON FURNITURE PROFITABILITY



## ACTION: LIMIT DISCOUNTS TO 20%

Limit discounts beyond 20% and shift toward value-based pricing to protect margins and stop profit leakage.