

Strategic Profitability Analysis: Furniture Market Insights

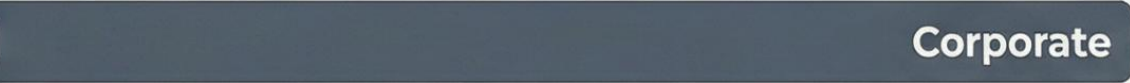
An analysis of furniture profitability reveals heavy returns **concentration** in **specific customer segments** and **geographic locations**. Data highlights where to **focus resources** for maximized ROI and where to re-evaluate pricing strategies.

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.



Vadodara



Ahmedabad



Rajkot



INVENTORY & PROMOTION FOCUS

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

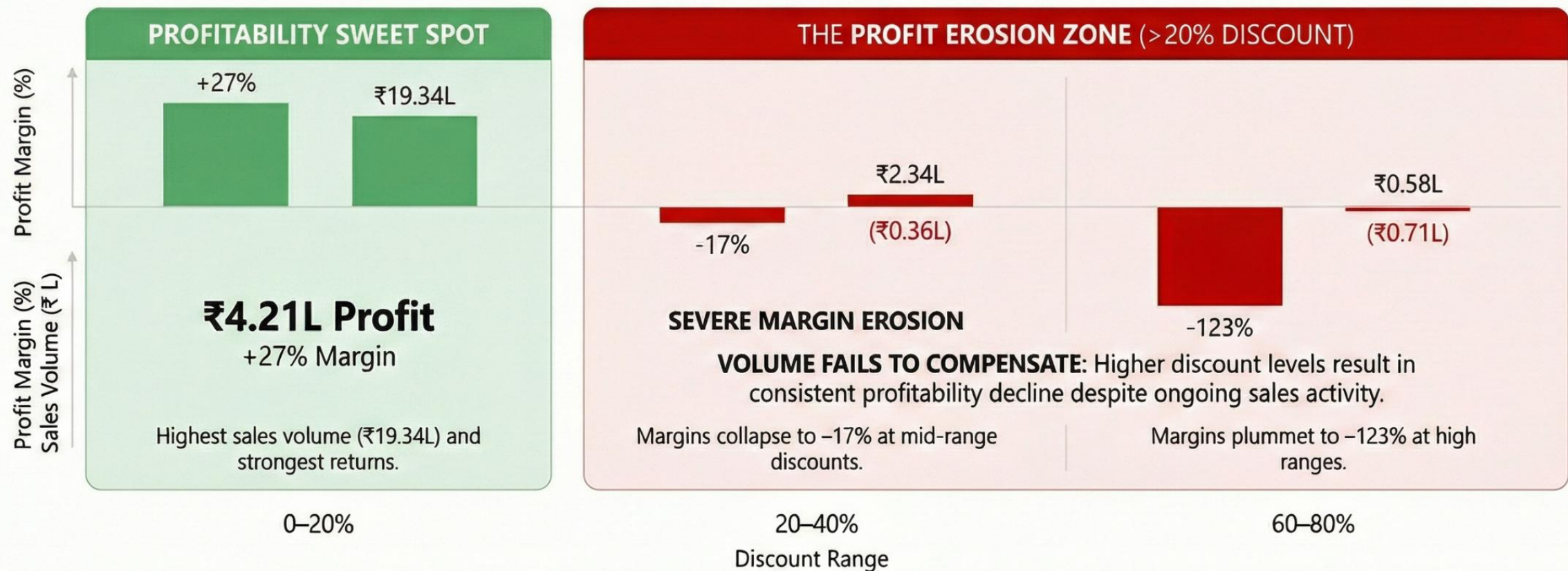


OPERATIONAL REVIEW

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

DISCOUNT IMPACT ON FURNITURE PROFITABILITY

PROFIT MARGIN ANALYSIS BY DISCOUNT RANGE



ACTION: LIMIT DISCOUNTS TO 20%

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