Problem with retaining excising customers

Lack of a mobile application

Poor shopping experience

Confusing and non-attractive website

Complex checkout and payment process

Unplanned budgets

Insufficient budget for hiring a technical team to develop an app

Lack of revesting the marketing campaigns content

Ineffective market penetration

Huge spending on marketing and promotions

Lack of Market Mix Model

Non-optimal allocation of marketing budget across different marketing levers