

## **BUYBUY APPRENTICESHIP PROJECT INSIGHTS**

BuyBuy is an e-commerce platform that offers a wide range of products to their respective customers. BuyBuy products focused on 3 main products categories namely clothing, accessories and bikes. Within the 3 main product categories, bikes generate the highest profit as shown on the dashboard. The bikes account for over 60% of BuyBuy's profits with more than 60million in gross income generated. The accessories product category which has an outstanding sale of about 1.05million units and generate a profit of 8.86million. The 17% of all revenue generated in BuyBuy is due to the potential growth of the bike's product. The clothing category product is still lagging behind with a generated revenue of 2.84million from the sale of 254,740 clothes and accounts just 9.8% of the company's revenue.

The most profitable country in BuyBuy company using its product such as bikes, clothing and accessories is the United States followed by the Australia and the least country which generate a low profit is France followed by Germany. The highest annual profit was generated in 2015 which is around 7.7millions and the least was generated in both 2011 and 2012 with a profit around 3millions. The highest profit generation is the United States with 11millions which account 34.37% for the total profit whereas the least is France with 3millions which account for 8.94% for the total profit.

BuyBuy should consider engaging market elements to increase the sales of bikes in the under-performing countries to increase its revenue. Priority should be given to strategies that will increase sales of accessories, because it is cost effective for the business to increase their sales of accessories to customers than the other 2 product categories. For instance, a bit more investment in advertising the products they have in their accessories category will result in an even greater customer interest which will be cheaper to maintain.

BuyBuy should also group the customers into ages such as youths (17-30), young adults (31-45), Adults (46-60) and Seniors (above 60) to allow an extend of customer understanding and reaction on different products. BuyBuy should promote customer loyalty among their adult and senior customers. This can be achieved using means such as loyalty cards and discounts.

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