



TOTAL REVENUE GROWTH

Evaluation:

BEST LEVEL (Sales increased from \$2,820,000 last year to \$4,100,000 this year, showing a 45% growth)

#1 Strategy Recommendation:

Capitalize on existing momentum while identifying new revenue streams and optimizing sales strategies.

Multiple Strategies	Action Steps
Diversify product and service offerings.	Launch a new product line.
Expand into new markets.	Invest in market research for expansion.
Optimize pricing strategies.	Conduct a pricing analysis to optimize revenue.
Increase digital marketing efforts.	Develop a referral program for current customers.
Improve customer retention strategies.	Increase online advertising campaigns.
	Strengthen SEO for broader market reach.
	Collaborate with influencers for brand promotion.
	Introduce loyalty programs to retain customers.
	Offer bundled services for higher value.
	Expand marketing partnerships.

COST OF GOODS SOLD (COGS)

Evaluation:

BETTER LEVEL (COGS is 30% of revenue this year, at \$1,230,000 of \$4,100,000 revenue)

#1 Strategy Recommendation:

Improve supplier negotiations and enhance cost efficiency in production and service delivery.

Multiple Strategies	Action Steps
Negotiate with suppliers for bulk purchasing.	Establish long-term contracts with suppliers.
Streamline supply chain management.	Analyze the supply chain for cost-saving opportunities.
Reduce waste in production processes.	Implement lean manufacturing principles.
Introduce technology to improve production efficiency.	Invest in cost-reduction technology.
Regularly review COGS against industry benchmarks.	Reduce energy consumption in production.
	Conduct waste management evaluations.
	Monitor and control inventory levels.
	Use data to predict demand and optimize orders.
	Automate stock replenishment systems.
	Improve logistics to reduce shipping costs.