

Business Analysis For XYZ Company

Prepared by



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A low-angle, upward-looking photograph of a modern skyscraper with a grid-like facade of windows. The building is partially obscured by a dark, semi-transparent overlay that covers the right and bottom portions of the image, creating a professional and business-oriented aesthetic.

Three Areas of Analysis

- Marketing
- Operations
- Finance

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Marketing

Current Activities

- Direct Mail Catalogs
- Email Marketing

Future Activities

- Search Engine Marketing
- Shopping Feeds
- Strategic Partnerships
- Wholesale Division
- Directories
- Affiliate Programs
- Press Releases
- Blogs
- Member Programs
- Auctions

Current Marketing Data

Avg Cost Per Order: \$19.93

- Traditional Marketing

- Direct Mail Marketing

- 3 Mailings/3 Catalogues
 - 185,000 Total Distribution
 - \$34.11 CPA

- Online Marketing

- Email Marketing

- 48 Mailings
 - 13,165,350 Total Distribution
 - \$2.57 CPA

	<u>Total Delivery</u>	<u>Total Cost</u>	<u>Total Orders</u>	<u>Gross Rev</u>	<u>GPM</u>
Catalogue	185K	\$158K	4633	\$181K	\$66K
Email	13 MM	\$9.7K	3783	\$148K	\$55K
Total	13 MM	\$168K	8416	\$330K	\$121K

	<u>CPA</u>	<u>Conversion Rate</u>
Catalogue	\$34.11	2.5%
Email	\$2.57	0.03%
Average	\$19.93	0.06%

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Marketing Opportunity

Forecast of Combined Opportunities

<u>Activity</u>	<u>Budget</u>	<u>Orders</u>	<u>CPA</u>	<u>GPM</u>
Combined Activities	\$25k	3,571	\$7.00	\$59k

Sample Activities Forecast

<u>Activity</u>	<u>Budget</u>	<u>Deliver y</u>	<u>Order s</u>	<u>Conv. Rate</u>	<u>CPA</u>	<u>GPM</u>
SEM	\$4K	18K	545	3%	\$7.34	\$7.8K
Shopping Feeds	\$8K	32K	960	3%	\$8.33	\$13.8K
Strategic Partnerships	\$2K	40K	800	2%	\$2.50	\$2.9K
Member Programs	\$1k	37k	500	13%	\$2.00	\$1.8K
Auctions	\$1K					

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Operations

Areas Analyzed

- Product Delivery
- Customer Support
- Inventory Turnover
- Overhead

Danger Areas

- Product Delivery
 - Expense is High
 - At Capacity: \$21 CPD
 - Current: \$11 CPD
 - Low Capacity
- Customer Support
 - Up sell opportunities
 - No follow up on orders placed
 - Customer relationship building opportunities
 - No follow up with customers
- Inventory Turnover
- Overhead

Finance

Area Analyzed

- Cash Flow
- Assets
- Net Worth

Danger Areas

- Cash Flow
 - Negative Cash Flow
 - Losing \$37 per order
 - Collection Rate 62%
- Assets
 - High Debt
 - Too Much Inventory
- Net Worth
 - Negative

Summary

High Level Focus Areas

- Reduce Expenses
- Increase Capacity
- Increase Sales
- Establish Client Relations
- Increase Collection Rates
- Establish Positive Cash Flow
- Reduce Inventory Debt
- Reduce Booked Debt (CC & Loans)

