

STRATEGIC ANALYSIS

Pain points in today's market

Business development

1. PRIVATE LABEL DISPLACEMENT

The Struggle: Retailers aggressively push "private label" brands, relegating name brands to poor visibility or demanding high slotting fees.

The Loss: Non-category leaders face a **15–20% drop** in B&M sales. Total Private Label sales hit **\$283B** in 2025, growing 3x faster than national brands.

Solution: Pivot to *Category Management Partnerships*. Prove how your premium brand increases total "basket value" using cross-purchase data.



2. PROMOTIONAL "BULLWHIP" EFFECT

Struggle: Massive spikes in demand from promotions that the supply chain can't meet, followed by "demand troughs."

Loss: stock-outs during peaks; spoilage during lulls. Inconsistent revenue & high emergency freight costs.

Solution: AI-powered demand forecasting. Integrate real-time **Point-of-Sale (POS)** data to synchronize production.



3. THE OMNI-CHANNEL GAP

The Struggle: Traditional B2B logistics (pallets) are failing the demands of D2C and "Quick-Commerce" (15-min delivery).



The Loss

Brand dilution and loss of market share to digital-native startups. Weak omni-channel strategies see only 3% growth vs 10% for leaders.



The Solution

Hybrid Distribution Hubs. Partner with 3PLs specializing in last-mile delivery to handle small-parcel fulfillment seamlessly.



Efficiency Gain

Consolidated logistics can reduce "lost sales" due to stock unavailability across channels by up to 22%.

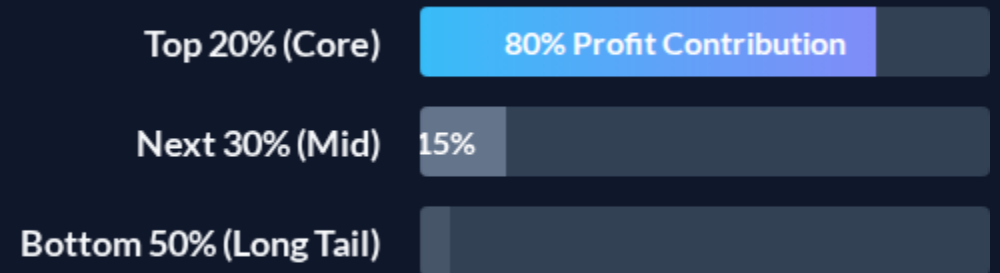
4. SKU PROLIFERATION VS COMPLEXITY

Struggle: Launching endless variations (Keto, Vegan, Mini-packs) to stay relevant, leading to manufacturing "changeover" fatigue.

Loss: High warehousing costs; many niche SKUs never break even. The complexity tax erodes margins.

Solution: Portfolio Rationalization. Apply the **80/20 Rule**: kill bottom-performers to fund innovation.

Profitability vs SKU Volume



**50% of SKUs often generate less than 5% of total operating income.*

5. COLD CHAIN & FOOD WASTE

10%
Inventory Write-Off Rate

Average loss in perishable distribution due to thermal failure.

The Struggle: Maintaining strict temperatures across long, multi-node networks is a logistical nightmare.

Solution: IoT-Enabled Smart Packaging. Sensors provide real-time location and temperature data to pinpoint "breaks" instantly.



6. PRICE VOLATILITY & MARGIN SQUEEZE

The Struggle: Raw material cost spikes (Wheat, Sugar, Edible Oils) often can't be passed to consumers without losing volume.

Commodity Index	2023 Avg	2024 Peak	Impact on COGS
Wheat & Grains	\$280 / MT	\$345 / MT	+23%
Raw Sugar	\$0.19 / lb	\$0.26 / lb	+36%
Palm Oil	\$840 / MT	\$1,020 / MT	+21%

Solution: *Value-Engineering*. Reformulate products with alternative ingredients and implement **Dynamic Pricing** for digital channels.

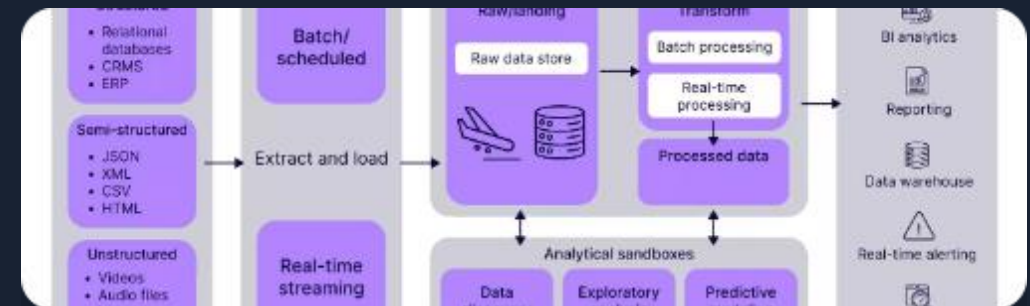
7. THE "DATA SILO" PARADOX

⚠️ Fragmented Reality

- **Marketing:** Running ads for out-of-stock items.
- **Sales:** Promising volumes production can't meet.
- **Logistics:** Idling capacity during peak sales.

✅ Unified Future

Unified Data Lake: A central ERP/CRM integration where every department views the same "Single Source of Truth" (SSOT).



8. SUSTAINABILITY REGULATORY PRESSURE



Struggle: Mandates for plastic reduction and carbon tracking increase packaging costs and reporting overhead.

Loss: Legal penalties and "Brand Cancellation" by Gen Z/Millennials (80% value health & ethics over price).

Solution: Circular Packaging. Market sustainability as a **Premium Feature** to justify price increases and build long-term loyalty.

9. RURAL LAST-MILE COST

Struggle: Reaching fragmented "Kirana" stores is expensive due to low drop-sizes and poor infrastructure.

Loss: Local competitors dominate the fastest-growing consumer segments in emerging markets.

Solution: Micro-Distributor Models. Empower local entrepreneurs with electric bikes to act as mini-hubs for deep-rural clusters.

Model

Electric Scooter



Motor Power	1500 Watt	Input Voltage	AC 110-220V
Battery Type	VRLA/Lithium	Load Capacity	700 KG
Battery Capacity	60V 58/200AH	Range	50-300 KM
Charging Time	6-8 Hours	Speed	40 KM/H



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10. RAPIDLY SHIFTING TRENDS

Struggle: A "hero" product today (e.g. high-protein) may be obsolete tomorrow due to health scrutiny.



Agile R&D

Small-batch "pilot" products in select regions before multi-million dollar rollouts.

Test & Learn

Reduce Brand Obsolescence by gauging actual behavior vs stated preference.

QUESTIONS?

Transforming Pain Points into Competitive Advantage

STRATEGY | DATA | EXECUTION