

Case study

Retail Sales Operations Essentials

Overview

You are Sales Supervisor, and you have 13 pharmacies in 2 cities with multiple investors.

The attached sheet contains the following data:

- Branches Current Inventory
- Branches Insurance Sales
- 2018 total sales
- 2019 total sales
- 2020 sales per month
- 2021 sales per month
- Sales Per Hour in AV 12 Months
- Transaction Per hour in AV 12 Months
- Data per user
- QAV visit for 2 branches.

Objectives

You are required to:

Task 1

- Make SWOT analysis for your area.

Task 2

- Develop your action plan to achieve 20% growth in total 2021.

Task 3

- Develop your plan to improve profit margin.

Task 4

- Set 2021 Sales Forecast.

Task 5

The performance of User 1 in pharmacy J is not matching his objectives. Set an action plan for this pharmacist using the task and motivational support tactics you learned in step 6.

Task 6

The performance of User 1 in pharmacy J is not matching their objectives. Set an action plan for the whole team using the tactics you learned in step 6.

Tips

You can contact your instructors via WhatsApp or mail for any support during your journey to finish the case.

Best of Luck