

Business Analysis

- Where We Are
- Where To Go
- How To Go
- Area To Improve
- Digital Strength
- Action Plan



Where We Are

- ✓ **PB GROUP IS ONE OF THE LEADING COMPANY**
- ✓ The PB Group was established in 1960
- ✓ The PB Group has since expanded exponentially to become a fast-growing diversified business with a presence across sectors such as Pesticides & Agrochemicals, Chemicals Distribution, Electronics & Telecom and Warehousing, Fashion Brand, and Modeling Academy
- ✓ Headquartered in Mumbai, India the PB Group's network spans the globe with international offices in Hong Kong, China & Dubai.

Where To Go

- ✓ “To be the world’s most customer-centric company.”
- ✓ “To Be the Leading Fashion Brand in India .”
- ✓ “To be the India’s No.1 Online Fashion Store.”
- ✓ “Redefined Yourself with Parimal Modeling Academy.”

How To Go

- **Need Clear Road Map & Business Plan.**

- **Company Description**

- ✓ (Vision-Mission-History-Value)
- ✓ Products and services Analysis
- ✓ Long Term Aim of Business
- ✓ Objectives
- ✓ S.W.O.T. Analysis

- **Market Analysis**

- ✓ Target market
- ✓ Total market valuation
- ✓ Targeted share
- ✓ Market trends
- ✓ Profile of competitors
- ✓ Competitive advantage
- ✓ Benefits to clients

- **Staffing and Operations**

- ✓ Management Organisation Charts
- ✓ Staffing
- ✓ Training Plans
- ✓ Operations

- **Marketing/Sales Strategy**

- ✓ Income sources
- ✓ Marketing strategy
- ✓ Pricing
- ✓ Advertising and Promotion
- ✓ Sales Strategy

- **Research & Development**

- ✓ Patents, copyrights and brands
- ✓ Product/Service Development
- ✓ R&D

- **Financial Projections**

- Key Assumptions
- Profit and Loss Accounts
- Balance Sheets
- Cashflow Projections
- Sales Pipeline

Area to Improve

➤ **Need More Dynamic Website**

Need to have more Dynamic Website for Horra With clear Menu, Image Size Description, Price Tags, Collection Tabs, current Website is too weak as compare to other Competitors website Required a Lots of Improvement .

website is our first impression it should be a high quality more dynamic consumer observe and judge the quality of service by seeing the website its a digital showroom we should need to keep it best of the best with advance search option title bars add to cart .

- **Need Mobile Application**
- **Social Media Presence Paid Ads**
- **Digital Marketing Google Paid Ads**
- **Long Term Marketing Plan**
- **ATL /BTL Marketing Strategy**
- **Brand Building , Brand Marketing**
- **Sponsorship**
- **Customer Loyalty**
- **After Sales Service**
- **Customer Satisfaction Service**
 - **Action Plan to Increase Footfall Website Visitor**
 - **Free and Discount Shopping Coupons**
 - **Presence on News Papers Ads, Magazine, Email Marketing, SMS Marketing With Digital links**



Digital Strength

- “At least 40% of all businesses will die in the next 10 years... if they don’t figure out how to change their entire company to accommodate new technologies.”
- **John Chambers, Chairman of Cisco System**
- **Statista –Digital Economy Compass 2017**

“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

Jeff Bezos, Founder and CEO of *Amazon*

“A platform is a plug-and-play business model that allows multiple participants (producers and consumers) to connect to it, interact with each other and create and exchange value.”

Digital Strength

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we
are
social

Digital Strength

**JAN
2018**

GLOBAL ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

INTERNET
USERS



we
are.
social

+7%

SINCE JAN 2017

+248 MILLION

ACTIVE SOCIAL
MEDIA USERS



+13%

SINCE JAN 2017

+362 MILLION

UNIQUE
MOBILE USERS



we
are.
social

+4%

SINCE JAN 2017

+218 MILLION

ACTIVE MOBILE
SOCIAL USERS



+14%

SINCE JAN 2017

+360 MILLION

8

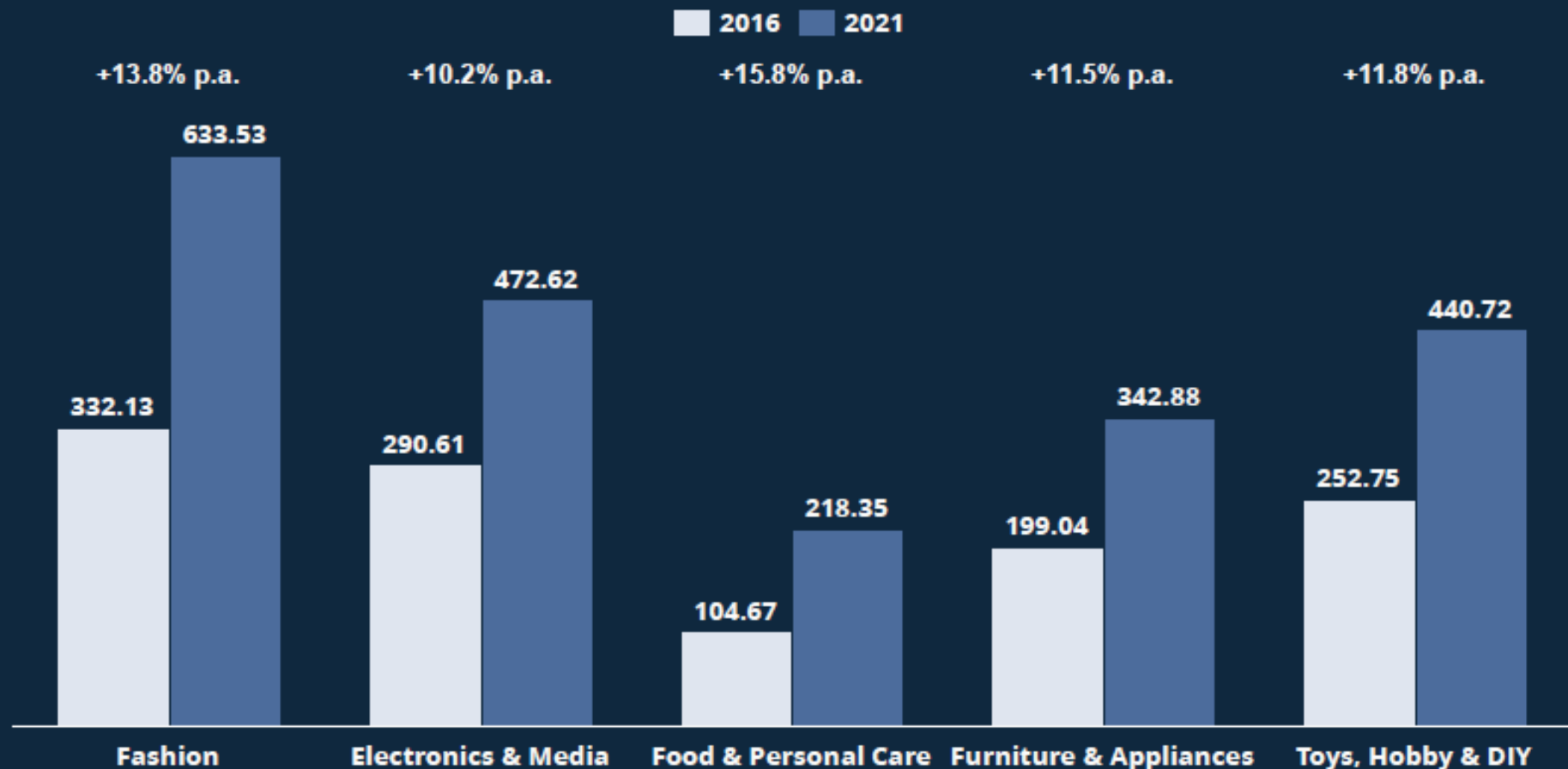
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHIRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.

 **Hootsuite™** 

Digital Strength

Global e-Commerce revenue is expected to almost double to US\$2,108bn by 2021

Global¹ e-commerce revenue (in US\$bn) and CAGR² 16-21 by segment

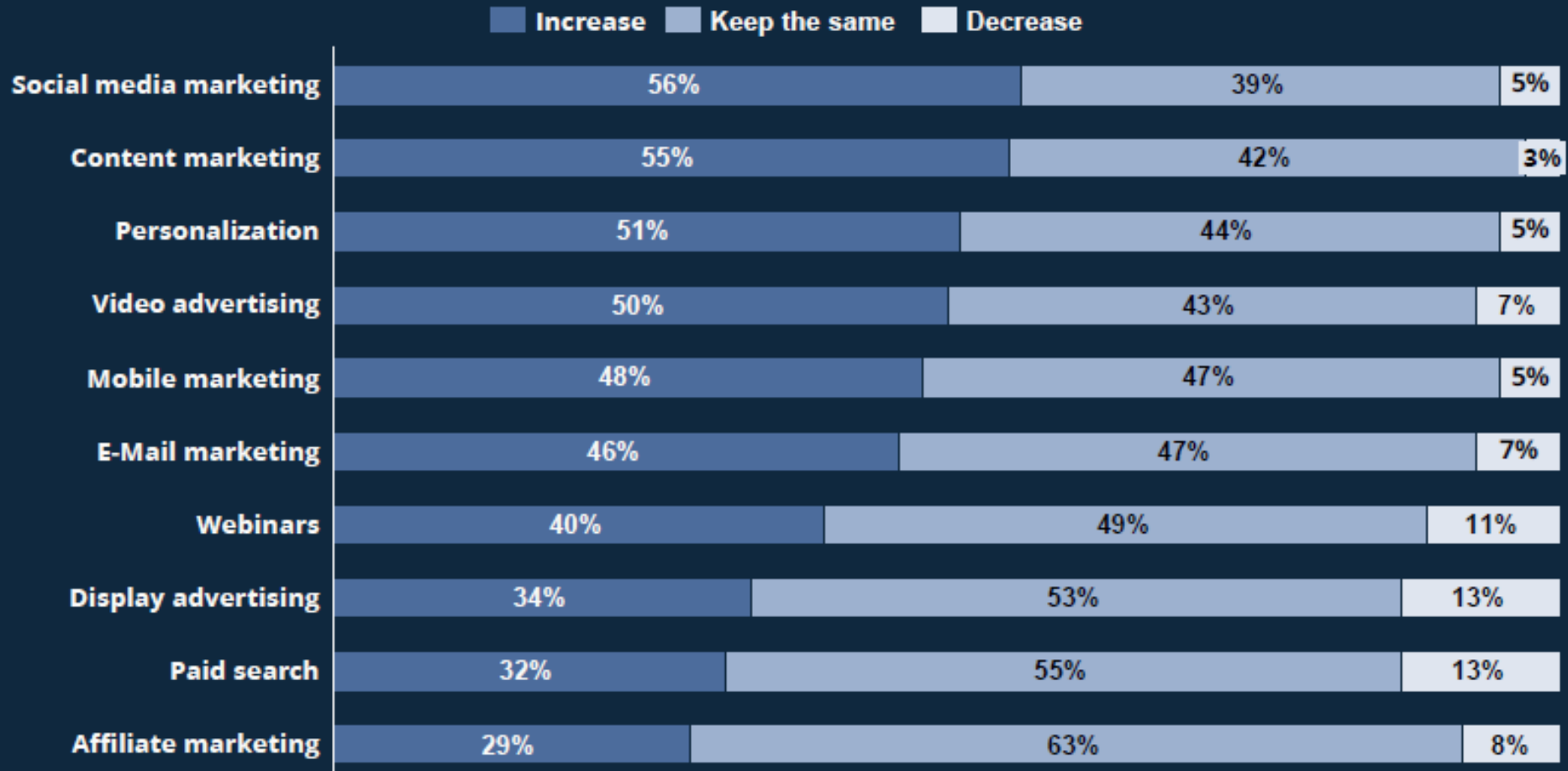


Prepared by Alta Strategica

Digital Strength

Social media & content marketing are top priorities for marketers

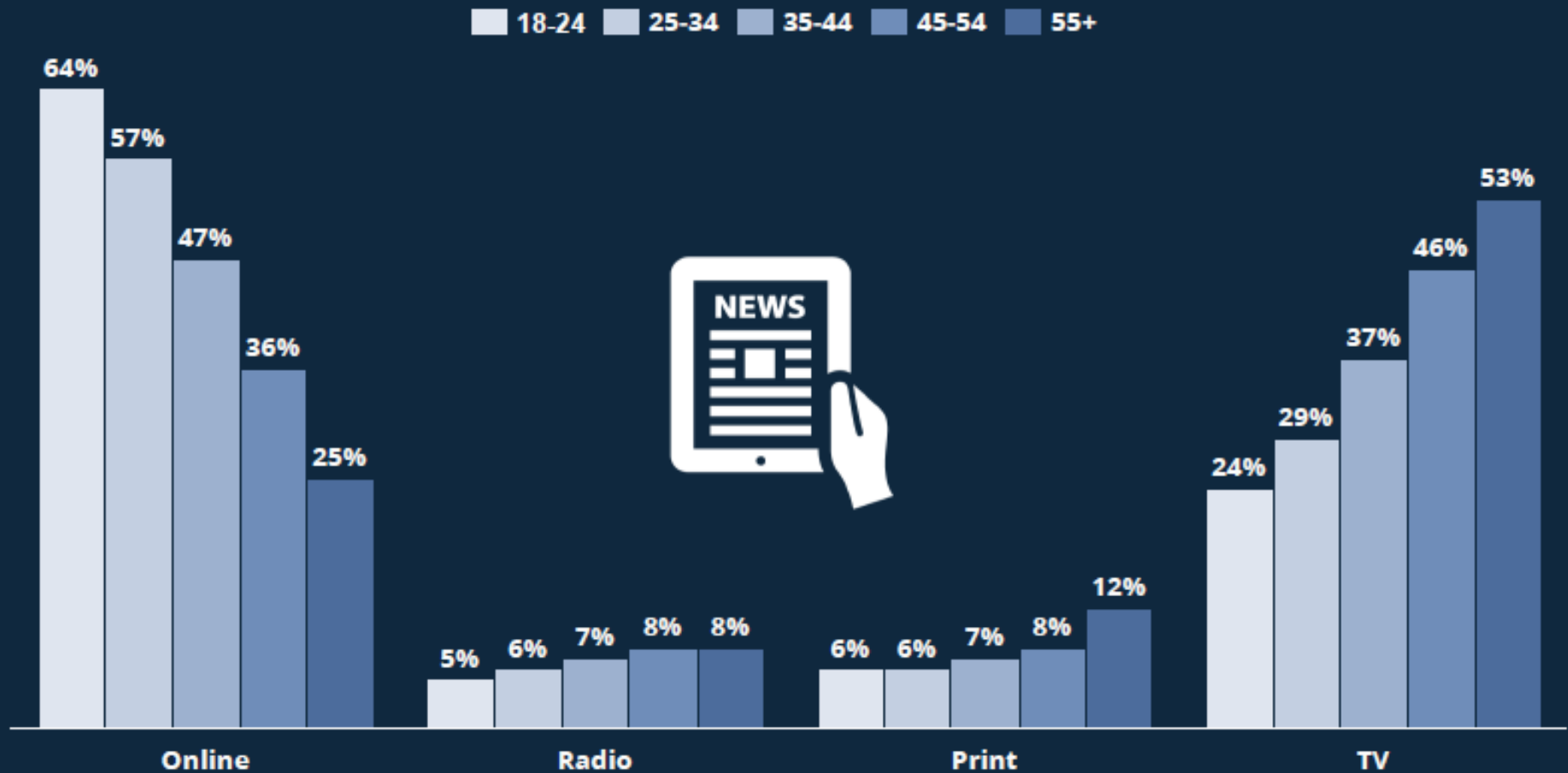
Digital marketing budget plans for 2017 (in % of respondents)¹



Digital Strength

There is a clear generational divide in news consumption

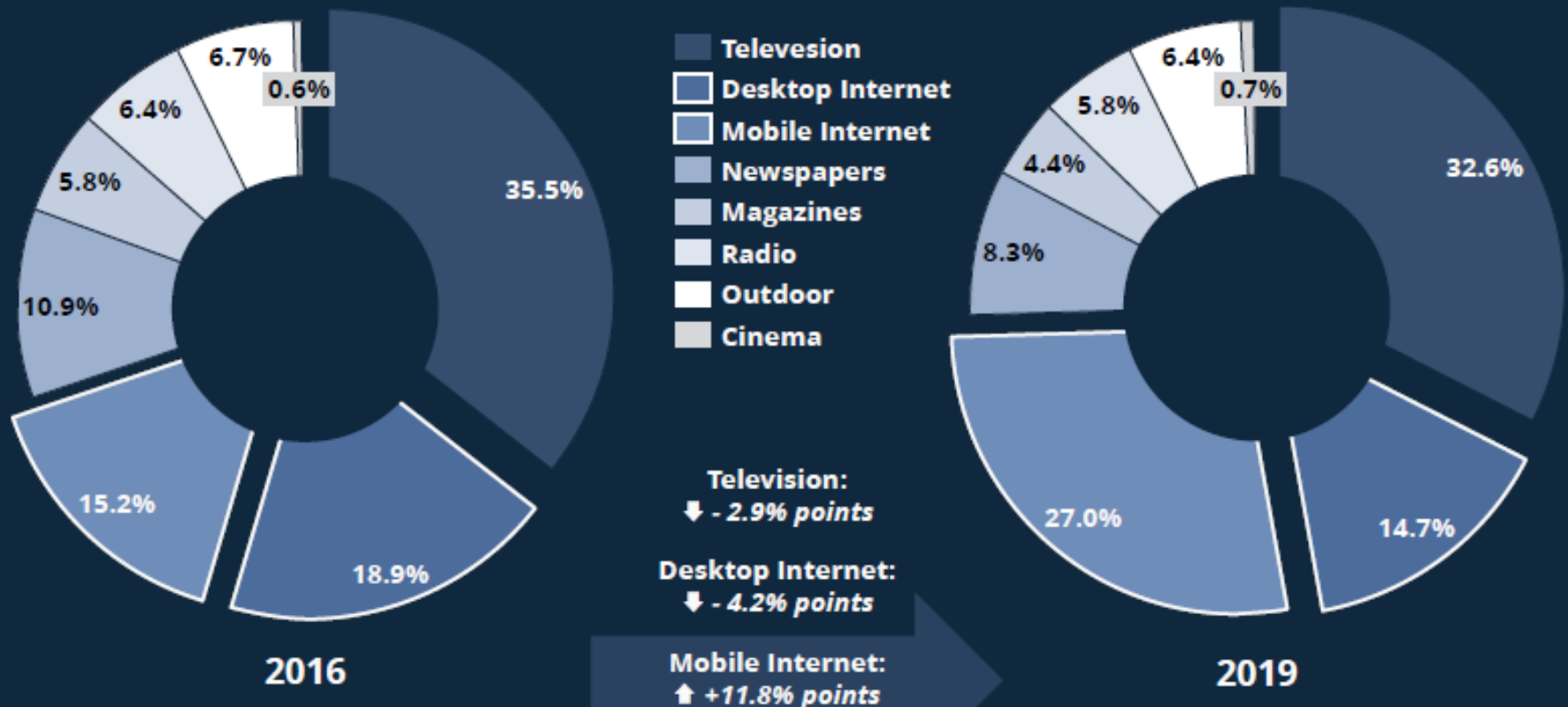
Main news source by age group



Digital Strength

2019 will be a paradigm change: mobile/desktop internet ad spend is expected to overtake TV

Share of global ad spend by medium (in percentage)



Action Plan

- Based on above study it clearly show Digital Marketing Trends We Can No Longer Ignore.
- Based on study we can figure out where we have to spend money to get maximum Result – ROI (Bellow Example out of 100%)

✓ Marketing mix	20%
✓ Customer retention	5%
✓ Social Media and Digital Marketing	30%
✓ Promotion strategy	10%
✓ Branding	10%
✓ Pricing strategy	10%
✓ New product or service development	5%
✓ Multichannel marketing	10%

Action Plan

- **Plan** - we use a data-driven approach to review our current digital marketing effectiveness, customize analytics, set up KPI dashboards and SMART objectives create a strategy of prioritized improvements to how we deploy digital marketing media, technology and data to increase leads and sales
- **Reach** - We build awareness using the 6 key online marketing techniques which will drive visits to our site.
- **Act** - Encourage interactions on our website or social media to generate leads for future
- **Convert** - we use retargeting, nurturing and conversion rate optimization to remind and persuade our audience to buy online or offline
- **Engage** - Increase sales from existing customers by improving personalized communications using web, email, sms and social media marketing

Action Plan

- Let List our Goals First While creating objectives may not be the initial step we take while shaping our marketing plan, listing them first on our last marketing plan archive sets the phase for everything to come.

➤ Clarify our Research

➤ Clarify our Strategy

- ✓ Defining our Goals
- ✓ Knowing our USP (special offering recommendation)
- ✓ Ensuring we Have a Strong Brand
- ✓ Making Sure we Have a website that is optimized
- ✓ Creating good Content
- ✓ Defining our Distribution modes (social, email, and so on.)
- ✓ Having an SEO Strategy

Action Plan

- **Analyzing Target Audience**
- **Competitors Analysis**
- **Prioritize our Digital Tactics and Channels**
 - ✓ Email marketing
 - ✓ Directory listing
 - ✓ Press Release
 - ✓ Referral activity
 - ✓ Social media like YouTube, Twitter, Instagram, Facebook, Pinterest for online business

Action Plan

➤ Assortment of Digital Channels and Tactics

- Display Advertising
- Pay-Per-Click Advertising (PPC)
- Blogger outreach
- Online Public Relations
- Blogging
- Search Engine Optimization (SEO)
- Social Media Marketing
- Viral Content Campaigns
- Conversion Rate Optimization (CRO)
- Affiliate Marketing
- Facebook Paid advertising
- Email Marketing
- Video marketing
- Twitter Paid advertising
- Local seek marketing

We Hope For Best

- **Measuring comes out**
- **Is it working? Analysis**
- **Monthly auditing and reporting to Top Management**

Thank You