

# CEO - Retail Consumer Products

IN BUSINESS 7 YEARS SAN DIEGO, CA.

## GOAL - GROW

### MISSION CRITICAL ISSUE;

Revenues are flat, no month to month or year to year increase

No clear marketing or brand strategy

No systems or organizational procedures

### CURRENT SITUATION;

- In business for 9 years.
- Revenue flat lining
- No strategy to grow,
- No understanding of financials
- No controls to measure results
- No standards or systems structured for on boarding additional staff
- Current staff is family
- No training program

### SOLUTION;

MIND DUMP rapid prototyping white boarding sessions to discover and work out key problems

### RECOMMENDATIONS;

- Write policy and procedure manual
- Create clear position guides
- Create and organizational infrastructure
- Re-merchandise store
- New store layout to drive traffic to high profit items
- Re-price proprietary products to stimulate higher profit
- Re-structure financials to appeal to potential investors
- Establish new vendor relationships to reduce costs

### OUTCOME;

Consistent monthly increases of 26%.

Opening 2 new locations

Expanding in to other states

New staff is competing to increase sales and profits