



## Optimizing Client Order Fulfillment: a Study on Enhancing End-to-End Processes at Mybae Bags in Ahmedabad

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### ABSTRACT

In the competitive environment of the financial industry, order fulfillment processes are essential to ensure customer satisfaction and operational excellence. The study, titled 'Improving Customer Satisfaction: A Comprehensive Study of End-to-End Process Improvement at MYBAE Bags, Ahmedabad', examines the intricacies of MYBAE Bags' order fulfillment system. The main objective is to analyze the current work, identify bottlenecks and suggest possible improvements. This study focuses on key aspects of the order fulfillment process, including order processing, inventory management, picking and packing, shipping, and customer communication. Map your entire workflow from order receipt to delivery to identify inefficiencies and delays. The study also examines various inventory management techniques, such as just-in-time (JIT) inventory and ABC analysis, to increase product availability and reduce inventory shortages. Technological advances, including automated picking systems and advanced inventory management systems, are valued for their ability to streamline operations. Customer communication strategies are also improved to maintain transparency and increase customer satisfaction.

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## INTRODUCTION

The bag industry is thriving, meeting global demand for items that are both utilitarian and visually beautiful (Ajudiya, Patel & Vidani, 2023) (Dhere, Vidani & So lanki, 2016). The industry is essential to daily life and fashion, creating anything from specialized items like sports bags and luxury purses to common essentials like backpacks and handbags (Bhatt, Patel & Vidani, 2017).

**Market Segmentation:** Based on materials, functionality, and target demographics, the bag industry is currently divided into multiple categories:

1. **Fashion Bags:** These comprise clutches, handbags, and designer purses that frequently act as fashion accessories to enhance ensembles.
2. **Vacation Purses:** Durability, storage capacity, and portability are the top priorities for travel bags, which range from robust suitcases to lightweight duffel bags and backpacks.
3. **Sports and Outdoor Bags:** These bags have ergonomic designs, weather-resistant materials, and dedicated sections for activities like cycling, hiking, and team sports.
4. **Business and Laptop Bags:** Designed with professionals in mind, these bags incorporate features like organized pockets, padded laptop sections, and elegant, business-like designs.
5. **Particular Purses:** Diaper bags, camera bags, and other specialty items made specifically for specific purpose and user needs.

### Technological Advancements

The industry has undergone a revolution thanks to developments in production processes and materials science (Biharani & Vidani, 2018). Lightweight, strong materials like ballistic nylon, Cordura, and high-performance synthetic textiles are frequently used in modern bags. Functionality and security have been improved by innovations including RFID-blocking pockets, integrated electrical device chargers, and anti-theft features.

### Ecological Issues

Many businesses in the bag sector are implementing eco-friendly methods as environmental sustainability becomes more widely recognized (Ghoghabori, Maheshwari & Vidani, 2023). This entails utilizing recycled resources, cutting manufacturing carbon footprints, and creating long-lasting, recyclable products (Alkhizar & Vidani, 2024).

### International Market Structure

With production centers located in nations like China, India, Vietnam, and Italy, the bag business is a worldwide integrated sector. Products are distributed by well-known brands and retailers via a variety of channels, such as physical storefronts, internet retailers, and specialized shops (Hansora, Khokhra & Vidani, 2023). Market demand and product innovation are driven by consumer preferences, which are impacted by fashion trends, functionality, and brand reputation (Jha, Bhatt & Vidani, 2023).

### Contribution of Bag Industry in Global Economy

The laptop battery market was valued at USD 1.67 billion in 2022 and is expected to grow to USD 2.79 billion by 2030, growing at a CAGR of 6.6% during the forecast period 2022-2030. The laptop wallet market was valued at \$2.25

billion in 2023, and is expected to grow at a CAGR of 6.2% by 2030 to become a \$3.43 billion market (Surani, Keshwala & Vidani, 2024).

### **Laptop Bag Market Overview**

The manufacture, distribution and marketing of bags designed to store and protect computers and related equipment is known as the "Laptop Bag Market". In addition to

providing additional storage space for other important items such as chargers, cables and paper, laptop bags are made to transport your laptop comfortably, safely and conveniently (Chourasiya, Zala & Vidani, 2023).

With the increasing acceptance of laptops in many industries and consumer segments, the laptop wallet industry has grown over the years (Verma, Purohit & Vidani, 2024). The market benefited from the growing demand for portable computing devices (Dinodiya & Vidani, 2023). The laptop wallet market can be segmented based on various factors including product type, materials, distribution channel, and end user (Vidani, Jacob & Patel, 2019).

Laptop bags come in many different styles, including backpacks, messenger bags, briefcases, sleeves, and cases. Each type has different features and designs to meet the needs and requirements of customers (Amlani, Raval & Vidani, 2024). With the increasing use of laptops in various fields such as education, business and entertainment, the demand for laptop bags is increasing (Vidani, 2022). Advances in laptop design, including thinner and lighter models, are influencing the development of stylish, flexible and highly portable laptop bags (Vidani, 2019).

The laptop bag market is shifting towards sleek and sophisticated designs as consumers look for bags that reflect their style and preferences (Vidani, 2018c). As more and more professionals and students travel and travel, the need for laptop bags with travel-friendly features like TSA-compliant designs and dedicated storage compartments (Vidani, 2018a). The laptop wallet market is very competitive, with many manufacturers and brands competing globally. Major players include Targus, Samsonite, SwissGear, Lenovo, Case Logic, HP, Dell and Thule (Vidani, 2016). These companies offer a variety of laptop bag options and focus on innovation, quality and branding to gain a competitive edge (Vidani, 2016).

The rise of online shopping platforms and e-commerce platforms has had a significant impact on the market (Vidani & Das, 2021). As consumers have more options and convenience to buy laptop bags online, the competition between brands is getting tougher. The laptop wallet market is influenced by local trends and needs (Vidani & Dholakia, 2020). For example, in the Asia Pacific region, ergonomically designed laptop bags are in high demand, while stylish and functional messenger bags are popular in North America. The laptop wallet market continues to grow and the laptop industry continues to grow. The market is expected to witness innovation and progress in the coming years due to technological advancements, changing consumer needs, and growing focus on sustainability.

### **Know Research Methods:-**

Request Free Sample Report Mobile Banking Market Research Methodology In this study, all market trends have been thoroughly researched and verified using primary and secondary data (Sukhanandi, Tank & Vidani, 2018). The market size of the upstream and downstream segments has been determined along with the impact of inflation, recession, regulatory and policy changes and other variables that are included in the market forecast (Vaishnav, Rathod & Vidani, 2024).

We use a bottom-up approach and various data analysis methods to estimate market size and forecasts (Vasveliya & Vidani, 2019). Breakdown percentage, market share, and segment analysis are based on the weight assigned to each segment for usage and average selling price (Vidani, 2015).

The geographic analysis of the global Mobile Banking market and its sub-segments is based on the rate of adoption or usage of a particular market size in that region or country (Vaghela & Shah, 2023a).

Major market players are identified through secondary research based on indicators such as market revenue, prices, services offered, developments, mergers and acquisitions, and joint ventures (Saxena, Joshi & Vidani, 2024). A lot of preliminary research has been done to gather information and verify and confirm key figures arrived at through comprehensive market engineering and statistics for market statistics, market sizing, market forecasting, market analysis and data triangulation (Sharma & Vidani, 2023b).

### **Dynamic Laptop Wallet Market**

#### **1. Market Drivers:**

The laptop wallet market is driven by several key factors. Firstly, the demand for laptop bags is increasing due to the increasing adoption of laptops in various sectors such as education, business and entertainment (Shaikh, Saiyed & Vidani, 2024). As more and more people use laptops for their computing needs, they are looking for the right wallet to protect and transport their devices. Also, technological advancements in laptop design, including the development of thinner and lighter models, are contributing to the growth of the laptop bag market (Singh, Nandy & Vidani, 2024)(Singh & Vidani, 2016). These advancements call for sleek, lightweight bags that are more portable (Singh, Vidani & Nagoria, 2016).

Another strength of the laptop wallet market is appearance(Solanki & Vidani, 2016). Consumers don't want functional bags, but they want stylish options that fit their needs (Solanki & Vidani, 2016). Combining functionality and stylish design, laptop bags are in high demand among fashion-conscious consumers. Additionally, the demand for laptop travel bags is growing as many professionals and students travel and travel. TSA-compliant design and features, such as dedicated compartments for travel essentials, are key market drivers (Sharma & Vidani, 2023a).

## 2. Features of the Laptop Wallet Market:

There are several notable trends shaping the laptop wallet market. First, personalization and customization are important (Shah & Vaghela, 2023b). Consumers are now looking for laptop bags that can be customized to their liking, including specific colors, patterns and accessories (Shah & Vaghela, 2023a). This feature allows customers to find exclusive and unique bags that suit their needs and style (Saxena, Joshi & Vidani, 2023). Sustainability and eco-friendly materials have become important trends in the notebook market (Saxena & Vidani, 2023).

As environmental concerns grow, manufacturers are incorporating recycled materials, organic materials and environmentally friendly manufacturing methods to meet the demand for sustainable products (Sachaniya, Vora & Vidani, 2019). These initiatives are attracting the attention of environmentally conscious consumers who are looking for products with a low ecological footprint (Lodhiya, Jangid & Vidani, 2023). Another new trend is the inclusion of smart features in laptop bags. Some bags are equipped with a USB charging port, RFID protection, GPS tracking and Bluetooth connectivity. These features enhance users' convenience, security and connectivity to fulfill their technological life (Mala, Vidani & Solanki, 2016).

## 3. Market Challenges:

There are many challenges in the laptop wallet market. Counterfeit products are a big problem because not only do genuine brands have a bad reputation, but they also pose quality and safety issues for consumers (Modi, Harkani, Radadiya & Vidani, 2016). The abundance of counterfeit laptop bags requires manufacturers to protect brand integrity and ensure consumer trust. Customer focus is another challenge for the laptop wallet market (Odedra, Rabadiya & Vidani, 2018). Many consumers are price conscious when shopping for a laptop bag, which poses a challenge for manufacturers to maintain competitive prices and ensure a high quality product (Mer, Gothadiya & Vidani, 2024).

The laptop wallet market is very competitive with many manufacturers and brands competing for market share. Existing players and well-known brands have a strong presence, making it difficult for new entrants to establish themselves and compete effectively (Niyati & Vidani, 2016).

## 4. Market Opportunities:

Despite the challenges, the laptop wallet market has many opportunities for growth and expansion (Pandya, Skhereliya & Vidani, 2024). The rise of e-commerce platforms and online shopping is a great opportunity for laptop manufacturers to reach a wider customer base and increase sales (Patel, Chaudhary & Vidani, 2023). Online channels drive market growth through convenience and accessibility for consumers.

New markets, especially in regions such as Asia Pacific and Latin America, will provide significant growth for notebook manufacturers. Rising incomes, urbanization and technological advancements in the region have increased the demand for laptops and notebooks, giving manufacturers opportunities to tap into these markets (Pathak & Vidani, 2016).

Also, laptop bags are often used as business gifts or corporate promotional items (Pradhan, Tshogay & Vidani, 2016). This is an opportunity for manufacturers to work with companies and use the corporate gift market to expand their customer base and increase brand recognition (Prajapati & Vidani, 2023).

### 5. Market Restraints:

While there are opportunities for growth, the laptop bag market also faces certain restraints (Rakholiya, Ramani & Vidani, 2024). Markets such as North America and Europe have reached a high level of saturation (Rathod & Vidani, 2022). As a result, the growth rates in these regions may slow down compared to emerging markets.

The COVID-19 pandemic has significantly impacted various industries, including the laptop bag market (Rathod & Vidani, 2023). Disruptions in supply chains, reduced consumer spending, and changes in work and travel patterns have affected market dynamics and demand (Ravani, Bhalani & Vidani, 2024). The recovery from the pandemic and its long-term effects present challenges and uncertainties for the laptop bag market. The trade tensions and the imposition of tariffs on certain products can create uncertainties for laptop bag manufacturers (Vaghela & Shah, 2023b). These challenges can disrupt the supply chain, increase costs, and impact profitability for companies operating in the global market.

### Laptop Bags Market Segmentation

#### 1. By Product:

The market is segmented into laptop bags, laptop messenger bags, laptop sleeves etc. Laptop wallets are a popular type of product in the laptop wallet market. One of the main factors driving the expansion of this market is the increasing acceptance of computers in various industries (Sengar, Patel & Vidani, 2024).

As more and more people use laptops for their computing needs, the demand for laptop bags has increased (Panchal, Sodha & Vidani, 2024). This backpack is perfect for travelers, business people and students as it is a practical and comfortable way to carry your computer (Dhruti, Tajpara & Vidani, 2024). The growing need for on-the-go portable medications, the popularity of everyday backpack bags, and the introduction of travel-friendly features like TSA-compliant designs and storage compartments. Specializing in travel essentials is one of the factors driving the market. Backpack for laptop (Pandya, Mandaliya & Vidani, 2024).

The trend in the laptop backpack market is to incorporate smart features such as a USB charging connection, anti-theft systems and ergonomic design for better comfort (Vivek & Vidani, 2024). There is also a growing demand for stylish and modern wallets that meet the needs of consumers. Customization options and the use of eco-friendly materials are other important aspects of this category (Patel, Mansuri & Vidani, 2024). Key players in the laptop bag market include Targus, SwissGear, Herschel Supply Co., JanSport, Case Logic, and Everki. With the continuous advancement of technology and the changing needs of consumers, the laptop banking segment is expected to witness significant growth in the coming years (Prajapati, Sisodiya & Vidani, 2024). Laptop wallets are

another important product category in the laptop wallet market (Patel, Patel & Vidani, 2024). Designed to easily fit your laptop, this bag offers versatile portability for both professionals and students (Rajput, Gulammustafa & Vidani, 2024).

The market for laptop messenger bags is driven by trends such as the professional and stylish appeal preferred by workers, the growing demand for compact and lightweight options, and the number of bags that are great for different situations (Saraswat, Singh & Vidani, 2024). One of the most popular trends in the laptop messenger bag category is the inclusion of organized pockets and storage areas for storing valuables and personal items (Mujiburrehman, Ravi & Vidani, 2024). The use of sustainable and eco-friendly materials is gaining attention among consumers (Jain, Vora & Vidani, 2024). Key players in the laptop messenger bag market include Timbuk2, Kenneth Cole, Mobile Edge, Samsonite, Thule, and In Case (Patel, Ashvinkumar & Vidani, 2024). These companies offer a variety of messenger bags with different designs and features to meet the different needs. The laptop sleeve is a lightweight and minimal protection for your laptop (Solanki, Kansara & Vidani, 2024). The compact and compact design allows users to easily attach the laptop to another bag or carry it separately (Bavarava, Sudarshan & Vidani, 2024). The portable phone market is growing due to factors such as the need for smaller and lighter designs, compatibility with other batteries, and affordable prices (Gupta, Patel & Vidani, 2024).

In the notebook industry, innovative and unique designs are popular trends, offering consumers a way to express their style (Mekhiya, Prajapati & Vidani, 2024). personal style The use of green and sustainable materials is also popular among environmentally conscious consumers (Ganatra, Kalal & Vidani, 2024). Key players in the laptop case market include Amazon Basics, MOSISO, CaseBuy, tomtoc, Inateck, and Belkin (Aghara, Raiyani & Vidani, 2024).

## 2. By Material:

The laptop bag market is segmented into Nylon, Leather, Canvas, Polyester etc. Nylon backpacks are lightweight, durable and waterproof. Mainly used in laptop bags and messenger bags (Kalal, Odedra & Vidani, 2024). The nylon laptop bag market is driven by factors such as efficiency, cost, and abrasion resistance (Kadvani, Ghasadiya & Vidani, 2024).

Key players in this segment include Targus, SwissGear, Herschel Supply Co., JanSport, Case Logic, and Everki (Patel, Chauhan & Vidani, 2024). Leather laptop bags offer a luxurious and sophisticated look (Maru, Parmar & Vidani, 2024). They are known for their length and longevity (Shah, Detroja & Vidani, 2024). Leather wallets are often preferred by professionals who want a sleek and professional look (Mansinh & Gunvantbhai, 2024). The market for leather bags is driven by factors such as the demand for high quality and luxury products.

Major players in this segment are Solo New York, McKleinUSA, Samsonite, KROSER, Briggs and Riley and Tumi (Bhatt, Vadher & Vidani, 2024). A canvas laptop bag is stylish and comfortable (Vaishnav, Rathod & Vidani, 2024). They are usually made of cotton or cotton fabrics that combine fabrics to achieve a balance between durability and comfort (Dinodiya, Jodoun & Vidani, 2024). Canvas bags are popular among those who are looking for a more stylish and

elegant look (Rakholiya, Ramani & Vidani, 2024). The laptop market is driven by factors such as the demand for eco-friendly and durable materials (Dodiya, Dudhat & Vidani, 2024). (Gandhi, Devani & Vidani, 2024)

Key players in this segment include Timbuk2, Kenneth Cole, Mobile Edge, Samsonite, Thule and Case(Gandhi, Devani & Vidani, 2024) . Polyester laptop bags are lightweight, inexpensive, and easy to clean (Dinodiya, Jodoun & Vidani, 2024). It is used in laptop bags and handbags. (Chauhan, Mavadhiya, Pancholi, & Kalotra, 2024)The polyester laptop bag market is driven by factors such as flexibility, low cost, and ease of maintenance. Key players in this segment include Amazon Basics, MOSISO, CaseBuy, tomtoc, Inateck and Belkin.

### **Laptop Wallet Market**

#### **1. North America:**

The laptop wallet market in North America is driven by high laptop adoption and a tech-savvy population( Vidani, Makwana, & Ukani, 2024). The United States and Canada are the major market players in this region. North American consumers prefer modern and technologically advanced laptop bags, as well as stylish designs and premium materials (Mahajan & Vidani, 2023). Major companies such as Targus, Samsonite, Case Logic and Solo New York operate in this area to meet the diverse needs of the North American market (Vidani, 2020).

#### **2. Europe:**

Europe is a large market for laptop bags, with a large consumer base and a keen interest in fashion and style (Bhatt, Vadher & Vidani, 2023). Countries such as Germany, UK, France, and Italy play a major role in driving the laptop bag market in Europe (Chourasiya, Zala & Vidani, 2023). Consumers in this area prefer high-quality materials, functional designs and eco-friendly options (Ghoghabori, Maheshwari & Vidani, 2023). Major players like Swiss Gear, JanSport, Herschel Supply Co. and Briggs and Riley are popular in the European market and offer a wide range of laptop bags that meet the needs of consumers (Dinodiya & Vidani, 2023).

#### **3. Asia Pacific:**

The Asia Pacific region has seen significant growth in the laptop market due to factors such as population growth, rising incomes, and a growing tech-savvy consumer base. Countries such as China, India, Japan and South Korea are the major market players in this region (Gohel, Yadav & Vidani, 2023).

Asia Pacific consumers prefer functional laptop bags with stylish designs and customization options(Gohel, Yadav & Vidani, 2023) . Major players such as Timbuk2, Tumi, Mobile Edge and Thule cater to the needs of the Asia-Pacific market (Gosiya, Parekh & Vidani, 2024).

**Latin America:** Latin America represents a growing laptop market due to improving economic conditions, increasing urbanization, and increasing numbers of professionals and students(Devani, Gandhi & Vidani, 2024).

Countries such as Brazil, Mexico and Argentina play an important role in the Latin American market (Gupta, Patel & Vidani, 2024). Consumers in this area are looking for durable and cost-effective laptop bags, often in a variety of colors and designs. Major players such as KROSER, McKleinUSA and Wenger dominate the Latin American market and offer a variety of laptop bag options (Jha, Bhatt & Vidani, 2023).

#### 4. East and Africa:

The East and Africa region is witnessing the growth of the laptop wallet market due to the growth of the IT sector, increasing urbanization and better access to technology (Joshi, Saxena & Vidani, 2023). Countries such as the United Arab Emirates, Saudi Arabia and South Africa play an important role in the regional market (Joshi, Saxena & Vidani, 2024). (Bariya & Vidani, 2023) Major players such as Samsonite, Kensington and Everki cater to the diverse needs of the Middle East and Africa markets (Ladhava, Patadia & Vidani, 2024).

#### Laptop Bag Market Competition

The laptop bag market is highly competitive with many players vying for market share (Kaneria, Shah, Gautam & Vidani, 2024). The competitive environment is shaped by factors such as product innovation, brand reputation, pricing strategy, distribution network, and customer loyalty (Joshi, Memon & Vidani, 2024). A thorough competitive analysis of the laptop wallet market is given below: Several major players have established a strong presence in the market and enjoy a large share of the laptop wallet market (Joshi, Saxena & Vidani, 2024).

These companies have many well-known brands, broad product portfolios and extensive distribution networks (Bansal, Pophalkar & Vidani, 2023). They use their market power to drive sales and increase their customer base. Examples of these major players include Targus, Samsonite, SwissGear and Case Logic (Bariya & Vidani, 2023). As consumer awareness of sustainability and ethical practices grows, companies are incorporating natural resources and manufacturing practices into their notebook portfolio products (Alkhizar & Vidani, 2024). Brands that focus on sustainability and demonstrate ethical practices gain a competitive advantage by attracting environmentally conscious consumers.

This feature will provide an opportunity for new and existing players to enter the market with sustainable laptop wallet options. Many of the key players in the laptop wallet market are focusing on expanding their presence beyond the domestic market. They build relationships, open new retail stores and strengthen their distribution relationships in different regions of the world. International expansion allows companies to reach new customer bases, tap into emerging markets, and diversify their revenue streams.

The competitive nature of the laptop wallet market encourages innovation, product improvement, and customer-centric strategies. Companies that can differentiate their products, offer competitive pricing, use e-commerce platforms and achieve sustainable trends are more likely to succeed in this highly competitive market.

## LITERATURE REVIEW

### 1. Annie H. Liu, Mark P. Leach, Richa Chugh (2015)

Purpose - The purpose of this study is to develop a sales process framework to facilitate business-to-business (B2B) customer acquisition. A comprehensive CRM process must include resource allocation strategies. However, few companies have formal procedures for directing buybacks. This gap in the sales process reflects the relative paucity of literature on B2B customer recovery patterns. This study aims to fill this gap and create a sales process model that guides salespeople to win back lost B2B customers. Design/Methodology/Approach - This study conducted in-depth interviews with 54 B2B salespeople using the critical incident technique (CIT). Each seller reported one successful and one unsuccessful repurchase transaction. A total of 108 critical events were collected for analysis. Results - A four-step sales process model was developed and empirically supported to win back B2B customers, which included: segmentation of lost customers; Assess the causes of the loss; Develop efforts to allocate resources.

### 2. Oleg Yu. Artemov (2023)

The article discusses the peculiarities of planning, organizing and implementing B2B sales, based on wholesale marketing of the company's products to other companies, which then sell their products with or without changing their characteristics. It is emphasized that such a sales system is a set of activities for selling goods and services in a business segment. The current classification of B2B sales is presented: transaction and consultation; dealer, distributor, enterprise and retail. Parameters that have the greatest impact on volume (industry, product, sales channels) are defined. Among other things, new market trends were studied and monitored: the complexity of the specifics of sales, the weakening of customer trust in sellers, the lengthening of the business cycle. The bottom line is that B2B selling is a more complex product than selling to individuals. Their result depends on sellers fulfilling two conditions - to provide customers with high-quality content about the benefits and advantages of the product and to improve the efficiency of the entire sales process, which directly depends on the choice of structure. sales department, improving the quality of management, the level of professional training of sales managers, the existence of an effective CRM system, the use of effective motivation mechanisms, etc. In this regard, popular sales techniques were studied (SPIN, solution selling, value-added selling, strategic selling, fox selling). The article pays special attention to the algorithm for building an effective B2B sales management system, which requires individual adjustment and customization for each company. Ideally, such activities should be considered in the context of a separate business process focused on creating the core values of the seller with customers. The importance of solving such a problem for business in the 21st century, understanding its meaning and further in-depth research on the availability of special practices are stated.

3. Rocca, P. Moscatelli, Andrea Perna, I. Snehota(2016)

New product development and customer involvement in the process have been common themes in the management literature. Previous research that has focused on the benefits and risks of customer engagement is largely a black box of the process by which customers are engaged. Little has been reported on the activities and timing of customer involvement in new product development (NPD), and there is little guidance in the literature for organizing customer involvement. Based on a longitudinal case study of new product development over five years, we provide a comprehensive model of customer involvement in the NPD process and examine the role of sales in customer involvement. The contribution of this paper is threefold: first, we develop the concept of customer participation as an interaction model at the interface of customer and supplier organizations. Second, we assume that NPD in the B2B context is an iterative process consisting of several parallel sub-processes. Third, we show that in a B2B context, the sales function plays a key role in the communication between supplier and customer organizations. Based on our findings, we identify the organizational skills that are critical to developing an effective customer-supplier interface.

4. Lars-Johan Åge(2018)

The chapter begins by looking at a selection of contemporary business situations that show that B2B sales cycles are often quite complex, multi-dimensional and long-term. However, models and sales theory are still heavily inspired by the old seven stages of sales. A grounded theory that took a broader perspective is presented. The study led to a conceptual framework in which the main process was called "business management". Additional processes were also identified. They are carefully managed and balanced in a slightly different way each time the business is run. In other words, these other functions are "manageable" (ie managed most conveniently and skillfully). Four additional processes were extracted. Each of these represented related categories describing different sales activities: (1) commercial standardization; (2) business twinning; (3) personalization; and (4) tentative business rationalization. These processes are described along with their relationships and implications for understanding sales processes are drawn.

5. Z. Cheng, Kirk Plangger, Fengqin Cai, Colin L. Campbell, L. Pitt(2022 )

**Purpose** The purpose of this article is to examine how business-to-business (B2B) sellers use social media and copy the value creation strategies used by social media influencers. **Design/Methodology/Approach** Using 28 salesperson interviews, this paper develops six propositions and a conceptual framework that describe when and how B2B salespeople use social media to create value. **Findings** The results of this study provide a critical analysis of when social media is most effective and useful in supporting salespeople's value-creating sales at different stages of the sales process (eg, prospecting, relationship opening, prospect onboarding, and account servicing) and when it is less effective. (eg sending sales notes and closing a sale). **Research Limitations/Implications** This study provides important insights into the changing role of social media in B2B sales by examining the value creation

strategies of B2B sellers through the practices of social media influencers and outlines ideas for future research on the strategies of social media media from B2B sellers. Practical Implications The results of this study can be used by B2B organizations to structure the training of B2B salespeople to use social media as widely as possible by matching certain strategies to different parts of the sales process. Originality/Value This article summarizes the social media B2B selling literature and synthesizes recent insights from the social media influencer literature; empirically identifies how B2B marketers use social media to create value, thereby confirming previous findings and expanding understanding by presenting six theoretical propositions; and breaks down the social media practices of B2B salespeople into 11 value-creating strategies that are critically reviewed in the sales process.

## METHODOLOGY

### Research Design

- The study uses descriptive research design to collect data.
- Sampling:
- A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.
- The target population consists of consumers of MYBAE BAGS in Ahmedabad.
- Sample size = 150

### Data Collection

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

### Data Analysis

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

### Tools used

- Excel
- SPSS.

## RESULTS AND DISCUSSION

The survey data from MYBAE BAGS regarding various aspects of the client order fulfillment process provides a comprehensive overview of client satisfaction (Vidani, 2015). The survey includes responses on multiple dimensions, such as order intake efficiency, communication, order accuracy, processing speed, and overall satisfaction (Vidani, 2015). Each dimension is evaluated using a five-point Likert scale, where 1 represents strong disagreement and 5 represents strong agreement (Vidani, 2015).

## Current Client Order Intake Process

### Efficiency and Organization:

- The majority of respondents (48.9%) rated the process as "4", indicating a high level of efficiency and organization.
- Combined, 89.8% of respondents rated the process as either "3" or "4", which reflects a strong consensus on the positive performance of the intake process.
- Only a small fraction (2.3%) rated it as "1" or "2", suggesting minimal dissatisfaction.

### Communication with Clients

#### Clarity and Timeliness:

- 78.4% of respondents rated communication with clients regarding order status and updates as "3" or "4".
- A smaller percentage (14.7%) rated it as "1" or "2", indicating room for improvement in this area.
- The high frequency of "3" ratings (43.2%) suggests that while communication is generally good, there may be inconsistencies that need addressing.

### Accuracy of Order Picking and Packing

#### Meeting Client Expectations:

- A significant majority (60.2%) rated the accuracy of order picking and packing as "4".
- 23.9% rated it as "3", indicating that most clients find the process satisfactory.
- Only 4.5% of respondents rated it as "1" or "2", demonstrating that inaccuracies are relatively rare.

### Speed of Order Processing and Fulfillment

#### Satisfaction Levels:

- The majority of respondents (63.6%) rated the speed of order processing and fulfillment as "4", indicating high satisfaction.
- 20.5% rated it as "3", suggesting some areas for potential speed enhancements.
- A minimal 1.1% rated it as "2", pointing to rare instances of dissatisfaction with processing speed.

### Overall Order Fulfillment Experience

#### Client Feedback:

- The vast majority (73.9%) rated their overall experience as "4", highlighting a positive overall perception.
- 13.6% rated their experience as "3", which suggests generally good experiences with some exceptions.
- Only a small percentage (4.5%) rated their experience as "1" or "2", indicating limited negative feedback.

## Overall Satisfaction

### Current Fulfillment Processes:

- 61.4% of respondents rated their overall satisfaction with the current fulfillment processes as "4".
- 28.4% rated it as "3", indicating overall satisfaction with some areas for improvement.
- A minor 6.8% rated it as "1" or "2", suggesting few instances of significant dissatisfaction.

## Statistical Analysis

### Chi-Square Tests:

- Client Order Intake Process: The Chi-Square test results ( $\chi^2 = 60.633$ , df = 16,  $p < 0.05$ ) indicate a significant association between the years of experience and the perception of the order intake process's efficiency (Vidani, 2016).
- Communication with Clients: The test results ( $\chi^2 = 75.421$ , df = 16,  $p < 0.05$ ) also indicate a significant association between the years of experience and the perception of communication clarity and timeliness (Vidani, 2016).
- Order Picking and Packing Accuracy: The results ( $\chi^2 = 35.396$ , df = 16,  $p < 0.05$ ) show a significant association between the years of experience and satisfaction with order accuracy (Oza, Shah & Vidani, 2024).
- Order Processing Speed: However, the results for order processing speed ( $\chi^2 = 15.744$ , df = 12,  $p > 0.05$ ) indicate no significant association, suggesting consistency across different experience levels (Vidani, 2018b).
- Overall Fulfillment Experience: The results ( $\chi^2 = 42.094$ , df = 16,  $p < 0.05$ ) indicate a significant association between experience and overall satisfaction (Vidani et al., 2023c).
- Overall Satisfaction: The results ( $\chi^2 = 30.117$ , df = 16,  $p < 0.05$ ) suggest a significant association between years of experience and overall satisfaction with the fulfillment processes (Vidani, Chack & Rathod, 2017).

The data reflects a generally high level of satisfaction with MYBAE BAGS' client order fulfillment processes (Vidani & Solanki, 2015). The efficient and well-organized order intake process, clear and timely communication, and accurate order picking and packing are significant strengths (Vidani et al., 2023a). However, there are areas for improvement, particularly in communication consistency and the speed of order processing (Vidani & Singh, 2017). The Chi-Square test results indicate that years of experience significantly influence perceptions of the fulfillment processes, except for the speed of order processing (Vidani et al., 2023b). This insight can guide targeted improvements to enhance overall client satisfaction further.

## CONCLUSIONS AND RECOMMENDATIONS

Optimizing Client Order Fulfilment: A Comprehensive Study on Enhancing End-to-End Processes" project provides significant insights into improving order fulfilment operations. Through a thorough analysis of existing processes, evaluation of technological solutions, and the implementation of best practices, the study offers a roadmap for achieving substantial improvements in efficiency and customer satisfaction (Vidani & Pathak, 2016).

The recommended strategies, when adopted, are expected to reduce lead times, lower operational costs, and enhance accuracy in order processing, ultimately leading to increased customer satisfaction (Vidani & Plaha, 2017). The project's findings underscore the critical importance of continuous optimization and technological integration to maintain a strong and competitive business model in an ever-evolving marketplace (Vidani & Plaha, 2016a).

In essence, this project highlights that the continuous improvement of order fulfilment processes is crucial for achieving sustainable growth and maintaining a competitive edge in the market (Ajudiya, Patel & Vidani, 2023). The insights and recommendations provided will enable the organization to build long-term client relationships, enhance operational efficiency, and ultimately achieve business excellence (Gohel, Yadav & Vidani, 2023).

## FURTHER STUDY

This research still has limitations so further research is needed related to the effect of capital and E-commerce on production and income of micro, small and medium furniture businesses in order to perfect this research and increase insight for readers.

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