A Study on Key Performing Indicator and Their Impact on Sales at Mybae Bags

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A R T I C L E I N F O

A B S T R A C T

Key Performance Indicators (KPIs) play an important role in the sales process in a competitive business environment. This study highlights the importance of KPIs in providing a structured way to measure, evaluate and optimize sales performance. KPIs, which include metrics such as sales revenue, conversion rates, customer acquisition costs, sales growth, and average transaction value, provide valuable insight into aspects of the sales process. Based on organizational goals and industry standards, these metrics help companies make data-driven decisions, reinforce accountability, and drive continuous improvement. This study explores the bag industry, divided into fashion, travel, sports, business and specialty bags. Advances in technology have led to the use of lighter and stronger materials and the inclusion of features such as RFID blocking sensors and integrated circuits. This industry is global and has a significant contribution to the economies of the world and India. Research methods include the collection of primary and secondary data using data analysis techniques to determine market size and forecast. A PESTEL analysis of an industry examines the political, economic, social, technological, environmental and legal issues affecting the industry. The report also provides an overview of MYBAE BAGS, highlighting its business segments, revenue growth, and market strategies. This study highlights the importance of KPIs in driving strategic change and achieving sustainable growth, positioning KPIs as important tools for organizations seeking to improve sales performance and good management.

INTRODUCTION

1. Introduction to the Banking Industry

The banking industry is a dynamic and important part of the global market that meets the needs of consumers for functional and stylish products (Dhere, Vidani & Solanki, 2016) (Ajudiya, Patel & Vidani, 2023). This category includes a wide range of items, including everyday staples such as backpacks and handbags, as well as specialty products such as sports bags and luxury wallets. Industry plays an important role in everyday life and style, influencing trends and satisfying consumer needs (Dinodiya & Vidani, 2023) (Alkhizar & Vidani, 2024) (Dodiya, Dudhat & Vidani, 2024).

2. Market Segmentation

The financial industry is broadly segmented based on assets, characteristics and demographics. The main categories are:

Fashion Bags: These include handbags, purses and designer handbags, which are often used as fashion accessories to complement an outfit (Doshi, Gajera & Vidani, 2023).

Travel Bags: With a focus on durability, storage capacity, and portability, this category includes items like rugged briefcases, lightweight bags, and wallets (Ghoghabori, Maheshwari & Vidani, 2023).

Sports Bags and Outdoor Bags: Designed for activities such as cycling, hiking and team sports, these bags feature an ergonomic design and weather-resistant materials (Gohel, Yadav & Vidani, 2023).

Business and Laptop Bags: These bags offer organized pockets, a laptop compartment, and a sleek, business look (Gohel, Yadav & Vidani, 2023).

Specialty Bags: This category includes items such as diaper bags, camera bags, and other products designed for specific user needs and purposes (Bansal, Pophalkar & Vidani, 2023) (Gupta, Patel & Vidani, 2024).

3. Technological Advances

The financial industry has changed dramatically with advances in manufacturing and materials science (Jha, Bhatt & Vidani, 2023). Today's bags often use lightweight and durable materials such as ballistic nylon, Cordura, and high-performance materials (Joshi, Saxena & Vidani, 2023). Innovations such as RFID blocking sensors, integrated chargers for electronic devices and anti-theft features have greatly improved performance and security (Joshi, Saxena & Vidani, 2024).

4. Environmental Issues

With increasing awareness of environmental sustainability, many companies in the financial sector are adopting corporate social responsibility practices (Bhatt, Vadher & Vidani, 2023) (Joshi, Saxena & Vidani, 2024). This includes using recycled materials, reducing the carbon footprint of our manufacturing processes and designing products that are durable and recyclable (Joshi, Saxena & Vidani, 2024). These programs not only appeal to environmentally conscious consumers, but also contribute to the overall goal of protecting the environment (Joshi, Memon & Vidani, 2024).

5. Create a Global Market

The financial institution is an integrated global company with production offices in countries such as China, India, Vietnam and Italy (Kaneria, Shah, Gautam & Vidani, 2024). Products are distributed through various channels, including brick-and-mortar stores, online platforms and specialty stores, through well-known brands and retailers. Consumer preferences, influenced by style, performance and brand popularity, drive market demand and product innovation (Ladhava, Patadia & Vidani, 2024).

6. The Contribution of the Financial Industry to the Global Economy

The global financial industry plays an important role in the economy by creating jobs, fostering innovation and supporting the incorporation of entrepreneurship as both appearance and logical function (Lodhiya, Jangid & Vidani, 2023). For example, the laptop wallet market alone reached $1.67 billion in 2022 and is expected to grow to $2.79 billion by 2030, at a compound annual growth rate (CAGR) of 6.6%. Laptop Bag Market Overview The laptop bag market focuses on the manufacturing, distribution, and marketing of bags designed to store and protect laptops and related devices (Mala, Vidani & Solanki, 2016) (Bariya & Vidani, 2023). These bags often provide additional storage space for items such as cords, cables and documents, and are designed for comfort, safety and convenience. The market has grown over the years due to the increasing adoption of laptops in various sectors (Mer, Gothadiya & Vidani, 2024).

7. Market Segmentation by Product Type

Bags: These are very popular among travelers, professionals and students due to their practicality and convenience.

Messenger Bags: Best for professional applications and lightweight design, perfect for workers and those looking for a flexible option.

Hardware: A traditional, rigid wallet used by professionals.

Sleeves and Cases: very little protection, used to carry computers in other bags.

8. Market Segmentation by Material

Nylon: Lightweight, durable and water resistant, used in many laptop bags.

Leather: Provides a sleek, professional look with great durability and style.

Canvas: combines durability and comfort that is popular with those looking for a casual yet stylish option.

Polyester: practical and economical, it is widely used for its flexibility and ease of maintenance.

9. Regional Overview

North America: High laptop adoption and a tech-savvy population are driving the market, with major players such as Targus and Samsonite.

Europe: a large market focused on high-quality materials and eco-friendly options. The main players are SwissGear and JanSport.

Asia Pacific: Rapid growth due to rising incomes and tech-savvy consumer base. The main markets are China, India, Japan and Korea.

Latin America: The market is growing due to improving economic conditions and urbanization. The main players are KROSER and McKlein USA.

East and Africa: growth driven by the IT sector and urbanization. Consumers prefer high-quality products and luxury brands, including big players like Samsonite and Everki.

10. Market Drivers

Several factors are driving the growth of the laptop bag market, including the increasing adoption of laptops in various segments, technological advancements in laptop design, and the growing demand for stylish and functional bags. Demand for travel-friendly features such as TSA-legal design and dedicated storage space will also contribute to market growth.

11. Market Challenges

The laptop wallet market faces challenges such as an abundance of counterfeit products, customer focus, and strong competition from established brands. Ensuring product quality while maintaining competitive prices is a major challenge for manufacturers.

12. Market Overview

Despite the challenges, the laptop wallet market offers many opportunities for growth. The rise of e-commerce platforms and online shopping has increased market share and sales. Emerging markets, especially Asia-Pacific and Latin America, are experiencing significant growth. Additionally, using laptop bags as corporate gifts or promotional items gives manufacturers the opportunity to expand their customer base.

13. Market Trends

Customization and Customization: Consumers are looking for unique laptop bags with unique colors, patterns, and accessories.

Relevance: increasing demand for green materials and sustainable production methods.

Smart Features: Smart features such as USB charging port, RFID protection, GPS tracking and Bluetooth connectivity are included.

14. Competitive landscape

The mobile banking market is highly competitive, with major players focusing on innovation, quality and branding to gain competitive advantage. Companies are also expanding internationally to open new markets and diversify their revenue streams.

15. Contribution of the financial industry to the Indian economy

The financial industry in India plays an important role in the economy by providing employment opportunities, supporting complementary industries and fostering innovation. The Indian market for backpacks and backpacks is characterized by a high demand for affordable and varied products.

Market Purses and Wallets: The use of technologies such as GPS tracking and USB charging ports is increasing.

Growth of e-commerce: The increase in internet connectivity and the popularity of e-commerce platforms has resulted in the growth of the online distribution sector.

16. New Developments

VIP Industries Ltd: Expanded manufacturing operations in 2023 to increase cost efficiency and move into production.

Safari Industry India Ltd: Focused on premium luggage as a growth vehicle to target the e-commerce market by 2022.ConclusionThe financial industry is an important part of the global economy, catering to diverse customer needs. Effective and elegant product. Advances in technology, social media, and market segmentation based on assets and trends are driving industry growth. Despite the challenges, the industry offers great opportunities for innovation and expansion, especially in emerging markets. The market for laptop wallets, an important part of this industry, continues to grow with features such as customization, stability, and smart features, ensuring relevance and growth in the coming years.

LITERATURE REVIEW

1. Developing a Six-Dimension Framework for B2B Marketing: Organizational and Environmental Factors. [Nils M. Høgevold, R. Rodríguez, G. Svensson, M. Roberts-Lombard] (2021)

The objective of this study is to develop a conceptual framework for organizational and environmental indicators of consumer buying behaviour in a B2B environment (Patel, Chauhan & Vidani, 2024). This study is similar to Churchill et al. Conduct a meta-analysis of sales performance. (1985) and Verbeke et al. (2011) Design/Method/Concept The research instrument was used to determine whether the three dimensions organized in the six-dimension framework can be considered valid and reliable (Kadvani, Ghasadiya & Vidani, 2024). These categories are related to the organizational and environmental aspects of the sales process. A wide variety of organizations representing a variety of sectors and organizational sizes were included in the study (Kalal, Odedra & Vidani, 2024). These industries and sectors are representative of Norway's business sector. Findings This study tested a six-dimension framework of organizational and environmental indicators. The different aspects focus on the external environment, market position (internal environment), cooperation (internal environment), positive feedback on behaviour (organizational leadership), transformational leadership (organizational leadership) and positive feedback (organizational leadership). Fundamentals/Values A basis for conducting an assessment of sales performance in a B2B environment by creating a B2B framework for the management and environmental aspects of sales performance. There is also a topic for further research on the sales process. Therefore, this study uses the elements of environmental management and indicators divided into six categories to provide practical advice for the elaboration and creation of environmental management and planning processes among companies.

2. Perspectives on Marketing Effectiveness: Factors, Moderators, and Organizational Implications". [Gilbert A. Churchill, Neil M. Ford, Steven W. Hartley, O. Walker] (1985)

The authors use meta-analytic methods to examine the accumulated evidence on sales force effectiveness indicators. A search of published and unpublished articles identified 116 articles (list available upon request), yielding 1,653 associations between occupations and employment indicators (Shah,

Detroja & Vidani, 2024). The results show that the determinants can be classified based on (1) performance variables, (2) skills, (3) motivation, (4) personal characteristics, (5) satisfaction, (6) size and strength. Organizational/environmental issues. Identified factors were determined based on the amount of variation observed in the correlations across studies (ie, not due to sampling error) and categorized as follows: (1) personal factors, (2) skills, (3) variables of performance, (4) satisfaction, (5) motivation and (6) organizational/environmental factors. To examine whether the relationship between each class of predictors and performance can be explained by the presence of moderating variables, the results are broken down by type of customer, type of product, and type of dependent measure used. The results show that the type of product a customer buys influences the strength of the relationship between key factors and customer performance. The authors discuss the implications of these results for sales managers and researchers.

3. Examining Sales Performance Indicators: Perspectives and implications for product management in the knowledge economy. [W. Verbeke, Bart Dietz, E. Verwaal] (2010)

It has been 25 years since the publication of a comprehensive overview of recruitment issues (Mansinh & Gunvantbhai, 2024). This study examines the current field and summarizes the evidence from 1982 to 2008. The authors noted that Walker et al. We have created a ranking system of factors that determine sales performance. (1977) evaluated the predictive power of subscales and the effects of various moderators on decision making and sales performance relationships (Bhatt, Vadher & Vidani, 2024). The results based on the multifactor model analysis reveal two main findings (Chalplot, Jagetiya & Vidani, 2024). (1) Five subscales show significant correlations with sales performance: sales knowledge (β = .28), brand adaptability (β = .27), and performance. Ambiguity (β = -.25), Cognitive Adjustment (β = .23), and Task Performance (β = .23). (2) These subcategories are adjusted by measurement method, research context, and purchase type. The authors identify implications for product management and offer suggestions for further research, including the hypothesis that consumers can act as knowledge intermediaries as the world moves towards a knowledge economy (Bhatt, Patel & Vidani, 2017) (Biharani & Vidani, 2018). The results support these hypotheses and show how they can inspire future research on self-efficacy.

4. Improving Sales Performance: The Strategic Use of Effective KPIs in a Global Business Environment. [Anca-Mihaela Teau, C. Protopopescu] (2015)

In this article, we look at the importance of KPIs in sales. Key performance indicators are financial and non-financial indicators that organizations use to evaluate and confirm success and achieve long-term goals (Vaishnav, Rathod & Vidani, 2024). The correct choice of indicators used for measurement is important. Business process management is necessary to implement such an effective and efficient system or measure performance using KPIs. Process management also requires the customer focus and flexibility needed in today's competitive global environment (Chourasiya, Zala & Vidani, 2023).

5. Predictive Regression Analysis of Store Performance Indicators: Confidence Intervals and Evaluation of Parameter Significance. [Belisario Panay, N. Baloian, J. Pino, Sergio Peñafiel, Jonathan Frez, Cristóbal Fuenzalida, Horacio Sanson, G. Zurita] (2021)

The number of visitors, conversion rate and total sales over time can all be considered an important part of store performance (Dinodiya, Jodoun & Vidani, 2024). Their predictions can help company managers better plan store operations in the near future. This paper presents a regression method that can be used to predict these three indicators based on historical data (Dodiya, Dudhat & Vidani, 2024). Historical data are values representative of the past. Therefore, it should be collected properly. In the past, other available values were also considered, such as the day of the week or the date of the signal (Rakholiya, Ramani & Vidani, 2024). The novelty of the approach presented here is that it provides the confidence intervals of the forecast data and the significance of each parameter for the forecast output values without any additional processing or analysis (Chaudhary, Patel & Vidani, 2023). We tested the proposed method using real-time data collected by the customer experience company Follow Yourself. I tried to predict for a month. Experimental results show that the performance of the proposed method is similar to the previously proposed best method that does not provide confidence intervals and parameter values. This method achieves an RMSE of 0.0713 for trip score forecasts, 0.0795 for conversion rate forecasts, and 0.0757 for sales forecasts.

METHODOLOGY
1. Research Design:
This study employs a secondary research design to gather and analyze data from existing sources. Secondary research involves collecting information that has already been produced and published, rather than generating primary data through direct interaction with participants. This approach is cost-effective, time-efficient, and allows access to a broad range of information from credible sources.

2. Data Collection Method:
Sources of Data:

The data for this research will be gathered from a variety of secondary sources, including:

- Academic Journals: Peer-reviewed articles and papers.
- Books: Relevant textbooks, research compilations, and industry reports.
- Government and Institutional Reports: Official publications from government bodies, international organizations, and educational institutions.
- Industry Reports and Whitepapers: Data from consulting firms, industry analysts, and market research agencies.
- Websites and Online Databases: Reliable information from recognized databases such as Google Scholar, JSTOR, and company websites.
- News Articles and Magazines: Reputable newspapers, trade magazines, and media outlets for current industry trends.

3. Data Selection Criteria:
- Relevance: Only data that is directly relevant to the research objectives will be included. This ensures that the research remains focused on addressing the specific questions.
- Credibility: Priority will be given to sources that are widely recognized for their authority and accuracy, such as peer-reviewed journals, published books, and government publications.
- Timeliness: The research will focus on using data from sources published within the last 5-10 years to ensure the analysis is based on current and relevant information.
- Validity: The data chosen will be cross-verified across multiple sources to ensure the validity of the conclusions drawn.

4. Limitations of Secondary Research:
- Lack of Control Over Data Quality: Since the data has already been collected, the researcher has no control over the accuracy and reliability of the original data sources.
- Outdated Information: Some sources may provide data that is outdated or no longer relevant to current industry practices.
- Bias in Data Presentation: Published sources may reflect the bias or perspectives of their authors, which the researcher needs to carefully assess.

5. Ethical Considerations:
- All secondary sources will be properly cited and referenced to ensure intellectual property rights are respected.
- Care will be taken to avoid plagiarism by paraphrasing and attributing ideas appropriately.
- Transparency in Data Use: The study will clearly state the origin and context of the data used, ensuring that any limitations of the original data are acknowledged.

RESULTS ANS DISCUSSION

➢ **Customer acquisition cost** $= \dfrac{\textit{total cost of sales and marketing}}{\textit{No of customer acquired}}$

$$= \frac{\text{Rs}3,00,000}{100}$$

$$= \text{Rs } \mathbf{3,000}$$

- **Interpretation:** The organisation spends Rs3,000 to gather every new client (Modi, Harkani, Radadiya & Vidani, 2016). This metric highlights the performance and cost-effectiveness of the income and advertising and marketing efforts (Niyati & Vidani, 2016) (Devani, Gandhi & Vidani, 2024).
- **Recommendation:** To lessen this cost, do not forget optimizing advertising and marketing strategies, improving client targeting, and leveraging cost-powerful virtual advertising and marketing channels (Odedra, Rabadiya & Vidani, 2018). Improving client retention also can decrease the want for obtaining new customers (Pandya, Skhereliya & Vidani, 2024).

➢ **Sales cycle length =** $\dfrac{Total\ NO\ of\ days\ it\ took\ to\ close\ the\ deal}{NO\ of\ deals\ closed}$

$= \dfrac{26\ Days}{35\ Deals}$

= 0.74 Days

- **Interpretation:** The common time to shut a deal is 0.74 days, indicating a completely rapid and green income process (Patel, Chaudhary & Vidani, 2023).

- **Recommendation:** Maintain this performance through always schooling the income team, imposing CRM equipment for higher lead management, and making sure brief follow-ups and streamlined processes (Pathak & Vidani, 2016).

➢ **Cost per lead =** $\dfrac{Total\ spemding\ on\ Marketing}{NO\ of\ new\ lead}$

$= \dfrac{Rs2,50,000}{230\ Leads}$

= Rs1087

- Interpretation: The corporation spends Rs1087 on advertising to generate every new lead (Pradhan, Tshogay & Vidani, 2016).

- Recommendation: To decrease this cost, refine the advertising campaigns for higher targeting, make use of social media and content material advertising, and tune advertising overall performance to allocate price range to the simplest channels (Prajapati & Vidani, 2023).

➢ **Average sales value =** $\dfrac{Total\ Revenue}{Total\ number\ of\ sales}$

$= \dfrac{Rs15,00,000}{30\ Sales}$

= Rs50,000

- Interpretation: Every sale brings in an average sale of Rs50,000(Rakholiya, Ramani & Vidani, 2024).

- Recommendation: Increase ASP by ensuring upselling and cross-selling, bundle packages, and beautify price value proposition of high-end products (Rathod & Vidani, 2022).

➢ **Sales growth =** $\dfrac{Current\ period\ sales-Prior\ Period\ Sales}{Prior\ Period\ sales}$ ***100**

$= \dfrac{Rs15,00,000-Rs11,00,000}{Rs11,00,000}$***100**

$= \dfrac{Rs4,00,000}{Rs11,00,000}$***10**

= 36.36%

- Interpretation: Sales increased 36.36 percent over the previous quarter, indicative of healthy business expansion (Rathod & Vidani, 2023).

Recommendation: It will feed this growth through diversification of the product line, entry into new markets, and strong marketing and sales efforts to yield a good customer base (Ravani, Bhalani & Vidani, 2024).

➢ **Sales revenue =** *No of Units sold by firm * Average selling price*
$$= \textbf{4260 Units*Rs355}$$
$$= \text{Rs}\textbf{15,12,000}$$

- **Interpretation:** The total sales revenue amounts to Rs15,12,000(Sachaniya, Vora & Vidani, 2019).
- **Recommendation:** To boost revenue, focus on increasing sales volume, improving product quality, and enhancing customer satisfaction to encourage repeat purchases (Saxena & Vidani, 2023).

➢ **Average profit margin =** $\frac{\textit{Total profit}}{\textit{Total revenue}}$***100**

$$= \frac{\text{Rs}\textbf{3,00,000}}{\text{Rs}\textbf{15,00,000}}\textbf{*100}$$
$$= \textbf{20\%}$$

- **Interpretation:** This means that the firm thereby generates a profit margin of 20%, which is an excellent indicator of profitability (Saxena, Joshi & Vidani, 2023).
- **Recommending:** The reduction of the production cost, negotiation of a more competitive deal with the suppliers, and consideration of pricing strategies that truly reflect value delivered to help in improving profit margins (Saxena, Joshi & Vidani, 2024).

➢ **Monthly recurring revenue =**
*Total number of active customers * Average bill amount*
$$= \textbf{5Customers*Rs50,000}$$
$$= \text{Rs}\textbf{2,50,000}$$

- **Interpretation:** The monthly recurring revenue is ₹2,50,000, which shall provide a steady source of income flow (Shah & Vaghela, 2023a) (Shah & Vaghela, 2023b).
- **Recommendation:** Grow this further via customer retention, loyalty programs, subscription services, and improved customer experience to reduce churning (Shaikh, Saiyed & Vidani, 2024).

➢ **Sales volume = [** *Actual unit sold-budgeted unit sold***]** *** Price per unit*
$$= \textbf{[4250 Units – 5633Units] *Rs355}$$
$$= \textbf{-1383Units*Rs355}$$
$$= \text{Rs}\textbf{-49096}$$

- **Interpretation:** The company's actual sales are Rs49,096 less than the budget figure, which indicates an underperformance of the company (Sharma & Vidani, 2023a) (Sharma & Vidani, 2023b).

- **Recommendation:** Identify the reason for the shortfalls—maybe due to market conditions, sales strategies—and adjust marketing and sales effort accordingly in order to enhance the overall performance (Singh, Nandy & Vidani, 2024).

➤ **Production Output =** $\frac{Total\ output}{Total\ input}$

$$= \frac{Rs15,00,000}{4200H}$$

= Rs 357.14 Productivity output

- **Interpretation:** The production efficiency is ₹357.14 per hour (Singh & Vidani, 2016).
- **Recommendation:** Adopt better equipment, improve processes, and enhance the skill base of your workforce to improve productivity (Singh, Vidani & Nagoria, 2016).

Defect Rate = $\frac{NO\ of\ order\ with\ defect}{Total\ number\ of\ product}*100$

$$= \frac{0\ Units}{4250}*100$$

= 0 %

- **Interpretation:** The orders are without defects; therefore, the quality of products is high (Solanki & Vidani, 2016) (Sukhanandi, Tank & Vidani, 2018).
- This quality standard is to be maintained through continued rigorous quality control processes, regular equipment maintenance, and employee training (Solanki & Vidani, 2016).

➤ **Inventory Turnover (Total)=** $\frac{COGS\ (\ open\ stock+purchase-close\ stock)}{average\ inventory}$

$$= \frac{Rs62,00,000+Rs2,00,000-Rs15,00,000}{Rs60,00,000}$$

$$= \frac{Rs49,00,000}{Rs60,00,000}$$

= 0.816 Times

- **Interpretation:** Inventory turns over approximately 0.82 times per year, indicating slow movement (Vaghela & Shah, 2023a) (Vaghela & Shah, 2023b).
- **Recommendation:** Enhance the demand forecast and reduce lead times. Adopt just-in-time inventory practices that will minimize excess stock and improve inventory turnover (Vasveliya & Vidani, 2019) (Vaishnav, Rathod & Vidani, 2024).

- ➢ **Inventory Turnover (Total)**=$\frac{COGS\ (\ open\ stock+purchase-close\ stock)}{average\ inventory}$

$$= \frac{Rs20,00,000+Rs2,40,000-Rs15,00,000}{Rs25,00,000}$$

$$= \frac{Rs7,40,000}{Rs25,00,000}$$

= 0.296 Times

- It therefore means that it turns over less than once a year, which is an indication of overstocking or poor sales (Vidani, 2015) (Patel, Ashvinkumar & Vidani, 2024).
- **Recommendation:** Perform inventory optimization, marketing to improve sales, and periodic reviews of best practices (Vidani, 2015) (Saraswat, Singh & Vidani, 2024).

- ➢ **Supplier On-Time Delivery Rate** = $\frac{Order\ deliver\ on\ time}{Total\ order}*100$

$$= \frac{30Deals}{30\ Deals}*100$$

= 100%

- **Interpretation:** Suppliers deliver all orders on time, so the supply chain operations are reliable (Vidani, 2015) (Solanki, Kansara & Vidani, 2024).
- **Recommendation:** This standard should be upheld through building solid relations with the suppliers, expectation setting, and having alternative plans for probable disruptions (Maru, Parmar & Vidani, 2024).

- ➢ **Cost Per Unit** = $\frac{Fixed\ cost+\ variable\ cost}{Total\ NO\ of\ unit\ produced}$

$$= \frac{Rs13,00,000+Rs2,00,000}{5000\ Units}$$

$$= \frac{Rs15,00,000}{5000\ Units}$$

= Rs3000

- **Interpretation:** This means the cost of production per unit is Rs3,000 (Aghara, Raiyani & Vidani, 2024).
- **Recommendation:** Negotiate better terms from the suppliers, improve production efficiency, and reduce wastes in the manufacturing process (Mekhiya, Prajapati & Vidani, 2024).

- ➢ **Order Accuracy** = $\frac{Total\ No\ of\ orders\ fulfill\ accuratly}{Total\ No\ of\ orders}*100$

$$= \frac{30\ Orders}{30\ Orders}*100$$

= 100%

- **Interpretation:** All orders are accurately filled, which indicates an extremely efficient order fulfillment process (Ganatra, Kalal & Vidani, 2024).

- **Recommendation:** The students recommended maintenance of accuracy through stringent quality control, effective order management systems, and training of employees (Bavarava, Sudarshan & Vidani, 2024).

➤ **Conversation Rate =** $\frac{No.of\ conversation}{Total\ Lead}*100$

$$= \frac{50\ Deals}{500\ Leads}*100$$
$$= 10\%$$

- **Interpretation:** The conversion rate is 10%; for every 10 leads, 1 is converted into a sale (Gupta, Patel & Vidani, 2024).
- **Recommendation:** Enhance conversion rates through improved lead qualification and sales training processes, while improving the customer experience for more conversions (Pathan, Makwana & Vidani, 2024).

CONCLUSIONS AND RECOMMENDATIONS

In reviewing MYBAE's business performance and strategic direction, it is clear that the company has used a variety of key performance indicators (KPIs) to gain a solid understanding of its market position and operational efficiency (Vidani, 2016) (Jain, Vora & Vidani, 2024). These KPIs play an important role in improving sales performance, optimizing costs and increasing customer satisfaction (Vidani, 2016) (Mujiburrehman, Ravi & Vidani, 2024).

MYBAE's product diversification and differentiation strategy enables the company to meet a wide range of customer needs, from daily use to professional business and travel arrangements (Vidani, 2016) (Patel, Patel & Vidani, 2024). This diverse collection is complemented by a strong commitment to quality and service excellence, which translates into customer loyalty and positive reviews (Vidani, 2016) (Rajput, Gulammustufa & Vidani, 2024).

The company also focuses on innovative design and performance to ensure its products are effective and attractive in the fast-changing fashion industry (Vidani, 2018a) (Vidani, 2018b) (Vidani, 2018c).

The growing corporate and personal supply provides a valuable market share that MYBAE can leverage by offering customized solutions and pricing for book orders (Vidani, 2019) (Vidani, 2020). In addition, the digital revolution and the growth of e-commerce provide a great opportunity for MYBAE to expand its reach and increase sales through a strong online platform and digital marketing strategy (Vidani, 2022) (Prajapati, Sisodiya & Vidani, 2024). Sustainable initiatives distinguish MYBAE as an environmental brand, providing a way to satisfy the growing number of environmentally conscious consumers (Vidani & Das, 2021) (Pandya, Mandaliya & Vidani, 2024).

Despite these strengths, MYBAE faces many challenges (Vidani & Dholakia, 2020). Small physical structures and small equipment sizes limit the company's ability to scale operations and manage volumes efficiently (Vidani & Pathak, 2016). These restrictions can delay the fulfilment of large orders and the development of new products, affecting customer satisfaction and operational efficiency (Vidani & Plaha, 2016a) (Vidani & Plaha, 2017). Intense competition

and economic instability in the financial sector are serious threats, as the intensity of pricing strategies and changes in consumer spending may affect MYBAE's market share and profitability (Vidani & Solanki, 2015) (Vidani & Singh, 2017).

KPI analysis provides important information about the operational status and health of MYBAE (Vidani, Chack & Rathod, 2017). The customer acquisition cost (CAC) is ₹10,000, which represents the investment required to attract a new customer (Vidani et al., 2023a) (Vidani et al., 2023b) (Vidani et al., 2023c). A low CAC indicates an effective marketing strategy that is critical to continued growth (Vidani, Jacob & Patel, 2019). A sales cycle of 0.74 days per transaction shows a very efficient sales process, leading to faster revenue generation. Also, the cost per lead of ₹ 2,083 shows the effectiveness of the company's marketing efforts (Dinodiya & Vidani, 2023).

Revenue growth of 36.36% indicates strong expansion and increases MYBAE's ability to increase its market share and revenue base (Chourasiya, Zala & Vidani, 2023). At 20% of net income, the company retains a large portion of its income as profit, showing strong financial health (Gohel, Yadav & Vidani, 2023). A monthly recurring revenue (MRR) of ₹ 2,50,000 represents a predictable income, which is important for financial stability and planning (Ghoghabori, Maheshwari & Vidani, 2023) (Alkhizar & Vidani, 2024).

These findings are multifaceted (Ajudiya, Patel & Vidani, 2023). To address deficiencies in physical structure and team size (Hansora, Khokhra & Vidani, 2023), MYBAE should consider investing in a larger facility and hiring additional talent (Jha, Bhatt & Vidani, 2023). This will improve the company's operational capabilities, allowing it to better meet needs (Surani, Keshwala & Vidani, 2024). In addition, diversifying your product range and exploring new market segments such as organic products will help you reduce risks arising from strong competition and economic fluctuations (Amlani, Raval & Vidani, 2024).

Digital transformation will be a key focus for MYBAE as it increasingly moves to online shopping (Verma, Purohit & Vidani, 2024). Investing in an e-commerce platform and strengthening your digital marketing efforts can not only boost your brand but also increase sales growth (Sengar, Patel & Vidani, 2024). Additionally, expanding into the corporate market in the future and offering additional options will sustain revenue and strengthen MYBAE's market share (Oza, Shah & Vidani, 2024).

At last, MYBAE is well positioned to capitalize on its strengths and opportunities while addressing its weaknesses and mitigating its threats through strategic initiatives (Panchal, Sodha & Vidani, 2024). A comprehensive analysis of KPIs provides important information to guide the strategic direction of your business, to ensure sustainable growth and profitability (Vivek & Vidani, 2024). MYBAE's focus on improving operational efficiency, increasing market share and leveraging digital innovation will enable it to continue its success and achieve its ambitious financial goals (Dhruti, Tajpara & Vidani, 2024). The company's commitment to quality, innovation and customer satisfaction will continue to drive competitive advantage in the dynamic luggage industry (Patel, Mansuri & Vidani, 2024).

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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