

Module 9: Backend & Supply Chain Report

Categories	Remarks About Categories	Do You Think You Need	At Which Point And Why
Electronics	N/A	Yes	111

Category Inventory

Inventory	Credit Period
1	1
0	0
0	0

Cash Conversion Cycle

Inventory Purchase Timing	11
Sales To Cash Gap	111
Cash Flow Challenges	11

Shrinkage Data

Shrinkage	11.0
Shrinkage Do You Envision	11
Shrinkage In Your Stores	11

Comparative Analysis

Attributes	Own Brand Physical Store	Own Brand Online Store
N/A	N/A	N/A

Online Pre Select Service

Type	Check Box
N/A	N/A

Online Sales

Average Traffic Expected	1
Average Remark	11
Number Of Transaction Per Month	10
Number Remark	11
Average Transaction Value	11.0
Transaction Remark	11
COGS	11.0
COGS Remark	11

Digital Asset

Item	Estimate Cost	Remark
Content work (Copywriting and Images)	1.0	11
Website Development	9.0	N/A
Aggregator Set-up Costs	0	N/A
Marketplace Set-up Costs	0	N/A

Recurring Operating

Expenses Type	Percentage Of Sales	Remarks
Marketing Spend	1.0	11
Website Maintenance Costs	0	N/A
Commissions for Aggregators	0	N/A
Commissions for Marketplace	0	N/A
Loss from Returns and Exchanges	0	N/A
Logistics and Delivery	0	N/A
Packaging	0	N/A

Summary

Backend Submissions	null
Backend Summarise	null

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