



## Introduction

### ***Brief introduction to the aims and tasks to be completed throughout the course of the report***

Seacláid Ltd. is an Irish based chocolate manufacturing company, owned and operated under Seamus and Laoise Fitzgerald. Currently Seacláid Ltd. employees 25 full time staff and produces three different types of chocolate bar in three sizes. All chocolate is currently handmade and delivered to the seller by their only delivery van as a result the product is expensive to produce and distribute.

Seacláid Ltd. approached Accenture with the task to identify how to progress the business. Accenture Analytics examined the Seacláid Ltd. sales data to assess the company current situation and then to make some recommendations.

After meeting with the client, there was some undisclosed information that will have to be assumed for the duration of the project.

- How many units of each chocolate bar they produce
- Costs

## Analysis

*What Seacláid Ltd is currently operating with and doing, the current business model, etc.*

Seacláid has 25 full time staff and 1 delivery van. All the chocolate is hand-made and is quite expensive as such. Seacláid produces 3 types of chocolates (Dark, Milk, and White) in 3 different sizes (Small, Medium, and Large). The profit it makes on each size is €0.045 for Small, €0.65 for Medium and €0.075 for Large. These are the details for Seacláid's current operations.

## Results

*All graphs charts and data produced represented here*

### ***What months are best for sales? Explain possible reasons for these results***

For Vending Machines and Mace; March, September and December are the 3 most popular months for Seacláid Ltd, each of them breaking 130 bars and December hitting the highest of over 150.

For Corner Shops; March, April and December are the 3 most popular months with April hitting the highest of nearly 200 boxes.

Analysing these trends can be crucial to understanding when to release advertisements or promotions as many of the patterns shown are not random and in fact correspond with human behavioural patterns.

For example Corner Shops selling highly in March and April is not surprising as Easter is around that time each year which is, of course, very popular for chocolate

Vending Machines and Mace had high sales in September, which could be related to students being back at school. Studies show many students will spend more money on sweet sugary foods when starting back at school to counteract the disappointment of the end of summer and that parents give their kids a larger allowance for lunches for the first few weeks.

These are all trends that can be analysed to improve sales for future years

### ***What time periods are we selling most in? Explain possible reasons for these results***

Most of the sales were done between 11am and 1pm in the Vending Machines and Mace which corresponds to lunch time which is not surprising. There is another peak between 7pm and 10pm which again is not surprising as these are outside work and school hours, when many people would be going to the shops

### ***Which locations are we selling most in? Explain possible reasons for these results***

Co. Clare is predominant in the company's sales which is not surprising as the chocolate company is based in Lisdoonvarna, Co. Clare. The lack of expansion can be explained by one of the key partner's goals to keep the company local and the fact that the company has only one delivery van. Lack of assets can limit productivity. Through this analysis we could see if more chocolate could be sold in the surrounding counties if more delivery vans were purchased.

***Which vendors are the most profitable for the company currently? Explain possible reasons for these results.***

Corner shops are the most profitable. Mace was only introduced this year which shows in the analysed data as the overall Mace sales are much lower than that of the Vending Machines or the Corner shops. However when you compare the amount of bars sold from Mace vs. Vending Machines for the year 2012 Mace has sold much more.

***Which products are we selling most of? Explain possible reasons for these results.***

We are selling mainly Milk Chocolate bars, which is not surprising as it is the most popular type of chocolate across the market. This type of market research would be much more relevant if the company was selling limited edition products or products that haven't been proven to be profitable yet. E.g. Tayto Chocolate

***Which product sizes are doing best in the market place? Explain possible reasons for these results.***

The order goes Small, Large, Medium for both boxes in corner shops and bars in vending machines. Small bars are usually the most popular in sales as most people may see the larger bars as over indulgence or a waste of money. A lot of people buying chocolate in corner shops are doing so for a snack and may not want to spend a lot of money on the product and for them the Small bars are ideal.

Large bars beat out Medium ones which is most likely because if a person is looking to purchase a size larger than Small they will go for which ever will get them the most for their money. Buying a large bar is more expensive but is better value than the Medium size.

***Who is the dominant market share? Explain possible reasons for these results.***

The dominant market share is the "Standard" group of people, which is everyone who is not a Student or OAP. This shouldn't be surprising as the size of the Standard group is much larger than both the Student and OAP groups. Taking that sample into consideration and the fact that Students were close behind the Standard group, it could be said that targeting Students in the market could be more profitable than targeting the Standard group, as that is such a broad segment in the market. Many companies try and market their products to Students by giving them out free in schools, on college campuses, graduate fairs, etc.

**Discussion:**

***Discuss in detail the results from the results section and the action plans to be taken upon to improve the business.***

From the results it was found that there were many strategic choices that could be made. The three courses were to: Change Internally, Launch a Marketing plan and lastly, to expand into greater markets. These all had their possible drawbacks. The strategy that looked the most promising was to expand the market that Seacláid is in. From the results we see that Seacláid has an opportunity to enter into an agreement with more shops since it's only in Mace shops at the moment. This can also be done with Vending Machines and Corner Shops, which supply most of the revenue already. Secondly, Seacláid's revenue was mostly generated in Co. Clare. This is a relatively small county. If it were to expand on a national level it would expand its revenues greatly. Since it has already launched in parts of Ireland it would be quite easy to expand into more counties. Lastly, due to the uniqueness of an Irish handmade chocolate, it could be marketed on a wider scale across the globe. This would be a good course of action for the company. Other options like eliminating the Medium sized bar, increasing delivery vans and targeting a segment to market to are listed underneath the other options.

**Presentation**

***Take all of the information discussed in the Discussion segment and find the most relevant and important information which could be presented to the client. Not all data is valuable. Analytics is the backbone of dissecting data and turning it into relevant information.***

The three questions that I have found to be of most importance in the results are as follows: 1. Which vendors are the most profitable for the company currently? 2. Which locations are we selling most in. 3. Which products are we selling most of? For me, these three questions sum up the most important facts about the company. The first question identifies the areas in which the company is most profitable. From this, a strategy can be formed about which aspect of the business can be expanded into. The second question identifies the fact that Co. Clare brings in the largest revenues. This was used to form a plan to move into other counties where Seacláid doesn't have a presence. Lastly, the product Seacláid is selling the most of is used to show where it's profits lie. Through this, it can be identified that the medium sized bars are the least profitable overall.

**Conclusion**

This report set out to use analytics to change a company's direction. Analytics is used to obtain hard data. From there that data can be analysed and decisions can be made regarding strategy. In this report, I showed Seacláid's background. Following that, I used the graphs on Seacláid to answer key questions about the company's current productivity. Lastly, I made a decision based on these results in terms of the direction of the company. I created three options that the company could take and I chose the one that could be most profitable for the company. This report showed that the uses of analytics in day-to-day business can have extremely positive effects. Analytics uncovers hard data within a company and can allow it reach new heights in its current market. Its importance cannot be understated.