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## Strategies to Enhance Growth, Profitability, Staff Retention, and Customer Satisfaction

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### Introduction

This report elaborates on the strategies Trendie adopted to enhance growth, profitability, staff retention, and customer satisfaction amidst the challenges posed by the COVID-19 pandemic.

### Strategies Implemented

#### Summary of Strategies:

Year	Growth Strategies	Profitability Strategies	Staff Retention Strategies	Customer Satisfaction Strategies
2017-2019	<ul style="list-style-type: none"> <li>Opened 5 new stores in key locations.</li> <li>Implemented advanced inventory management system.</li> <li>Adopted automated checkout systems and mobile app.</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced in-store experience to drive sales.</li> <li>Efficient inventory management to reduce costs.</li> </ul>	<ul style="list-style-type: none"> <li>Provided comprehensive training programs.</li> <li>Created a positive work environment.</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced customer service and in-store experience.</li> <li>Launched a mobile app for easy shopping.</li> </ul>



2020-2022	<ul style="list-style-type: none"><li>• Launched an e-commerce platform.</li><li>• Introduced eco-friendly products and packaging.</li><li>• Reduced carbon footprint by 10%.</li><li>• Complied with environmental regulations and ethical sourcing.</li></ul>	<ul style="list-style-type: none"><li>• Shifted focus to online sales to maintain revenue during lockdowns.</li><li>• Introduced high-margin eco-friendly products.</li></ul>	<ul style="list-style-type: none"><li>• Ensured job security during the pandemic.</li><li>• Offered flexible working hours and remote work options.</li></ul>	<ul style="list-style-type: none"><li>• Launched e-commerce platform for convenient shopping.</li><li>• Introduced eco-friendly products to meet customer demand.</li></ul>
2023-2027	<ul style="list-style-type: none"><li>• Established online presence in Asia-Pacific.</li><li>• Implemented AI-based customer service solutions.</li><li>• Achieved 20% reduction in carbon footprint.</li><li>• Ensured ethical sourcing standards.</li></ul>	<ul style="list-style-type: none"><li>• Expanded market reach through online presence in Asia-Pacific.</li><li>• Leveraged AI to reduce operational costs.</li></ul>	<ul style="list-style-type: none"><li>• Introduced AI tools to ease workload.</li><li>• Promoted career growth opportunities within the company.</li></ul>	<ul style="list-style-type: none"><li>• Implemented AI-based customer service for quick responses.</li><li>• Expanded product range and delivery options.</li></ul>



## Analysis of Downfall and Loss During COVID

The COVID-19 pandemic had a significant impact on Trendie and the retail industry as a whole. The company experienced a considerable downturn during the peak of the pandemic, resulting in an estimated loss of 30% in 2020 and 15% in late 2021.

## Business Loss During COVID-19

### Analysis of Downfall and Loss of Business During COVID in Australia

#### Loss Figures (2020 - Late 2021)

The COVID-19 pandemic had a significant impact on retail businesses in Australia, leading to substantial losses. Below are the estimated figures of losses experienced during this period:

- Estimated Loss in 2020: 30%
- Estimated Loss in Late 2021: 15%

#### Business Loss During COVID-19

