# Trendie

**OPERATIONAL PLAN FOR THE YEAR 2024-2025**

## Objective

To consolidate global presence, leverage advanced technologies for enhanced customer experience, and further enhance sustainability initiatives.

## Key Focus Areas

- Expansion and optimisation of Asia-Pacific online presence
- Integration of advanced AI and machine learning in customer service
- Achieving a cumulative 25% reduction in carbon footprint
- Strengthening global ethical sourcing practices

## Phase Recap for 2023-2024

1. Successfully launched localised e-commerce platforms in key Asia-Pacific markets.
2. Integrated AI-based voice support and predictive analytics, reducing customer query resolution time by 40%.
3. Achieved an additional 5% reduction in carbon footprint through renewable energy and supply chain optimisation.
4. Published the first annual ethical sourcing report, ensuring 100% supplier compliance.

## 1. Expansion and Optimisation of Asia-Pacific Online Presence

| Initiatives | Timeline | KPIs |
|---|---|---|
| • Optimise localised e-commerce platforms with enhanced user experience. <br> • Implement region-specific marketing strategies to increase brand awareness. <br> • Establish a regional fulfillment centre to improve delivery efficiency. <br> • Launch customer loyalty programs to increase customer retention. | Q1-Q4 2024-2025 | • Achieve a 15% increase in Asia-Pacific sales. <br> • Reduce delivery times in the Asia-Pacific region by 20%. <br> • Increase customer retention rate in Asia-Pacific by 10%. |

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## 2. Integration of Advanced AI and Machine Learning in Customer Service

| Initiatives | Timeline | KPIs |
|---|---|---|
| • Deploy machine learning algorithms to personalise the shopping experience.<br>• Implement AI-driven inventory management to optimise stock levels.<br>• Use AI for predictive customer support to anticipate and address common issues.<br>• Enhance chatbot capabilities to handle more complex customer interactions. | Q2-Q4 2024-2025 | • Increase average order value by 10% through personalised recommendations.<br>• Achieve a 15% reduction in out-of-stock situations.<br>• Improve customer support resolution rates by 25%. |

## 3. Achieving a Cumulative 25% Reduction in Carbon Footprint

| Initiatives | Timeline | KPIs |
|---|---|---|
| • Invest in carbon offset projects to balance emissions.<br>• Further optimise logistics routes to reduce transportation emissions.<br>• Implement energy-efficient practices in regional fulfillment centers.<br>• Promote a digital-first approach to minimise paper and resource usage. | Q1-Q4 2024-2025 | • Achieve a cumulative 25% reduction in carbon footprint by the end of 2025.<br>• Offset at least 10% of total emissions through certified carbon offset projects.<br>• Reduce paper usage by 60% through a digital-first approach. |

**4. Strengthening Global Ethical Sourcing Practices**

| Initiatives | Timeline | KPIs |
|---|---|---|
| • Expand supplier audits to include all regions of operation.<br>• Collaborate with suppliers to develop and implement sustainability initiatives.<br>• Increase transparency by publishing a global supply chain impact report.<br>• Introduce a supplier certification program for ethical and sustainable practices. | Ongoing 2024-2025 | • Ensure 100% compliance with ethical sourcing practices globally.<br>• Achieve certification for at least 50% of suppliers under the new program.<br>• Publish the second annual global supply chain impact report by Q4 2025. |
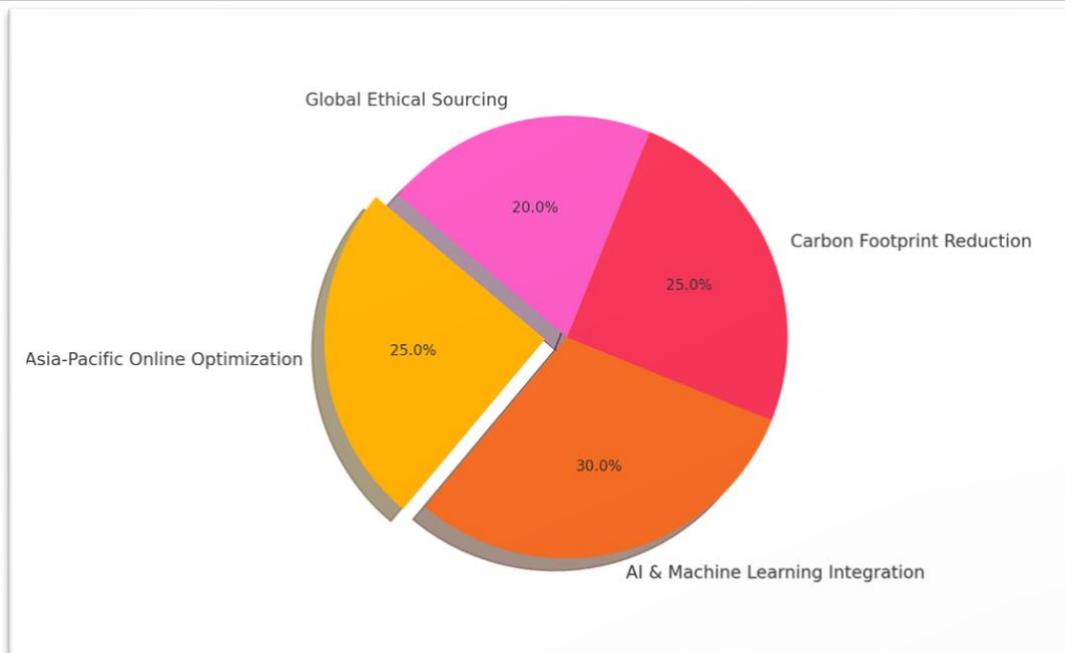


*Figure 1: Budget Allocation for 2024-2025*

**Risk Management**

**Risk 1:** Unforeseen regulatory changes in the Asia-Pacific region affecting online operations.
**Mitigation:** Establish a legal advisory team to monitor and adapt to regional regulations promptly.

**Risk 2:** Potential challenges in AI integration due to data privacy concerns.
**Mitigation:** Implement robust data encryption and privacy policies to ensure customer data protection.

**Monitoring and Evaluation**

- **Monthly Performance Reviews:**
  Track the progress of Asia-Pacific online optimisation and AI integration.

- **Quarterly Environmental Impact Assessment:**
  Measure progress towards carbon footprint reduction goals.

- **Bi-Annual Supplier Compliance Audits:**
  Evaluate adherence to ethical sourcing practices.

- **Continuous Feedback Loop:**
  Gather insights from customers and suppliers for ongoing improvements.

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