



**Infibooks India**  
Consultancy Company

# Case Study

# E Commerce

# Pricing



Visit Our Website  
[www.infibooks.com](http://www.infibooks.com)







# About us

InfiBooks is not just a bookkeeping service; we're your full-service financially, guiding you through every fiscal twist and turn.

We don't just crunch numbers; we empower decision-making, offering insightful support to tackle even the toughest financial dilemmas.

Our mission is to make your financial journey smoother, with cost-effective solutions tailored to your needs.

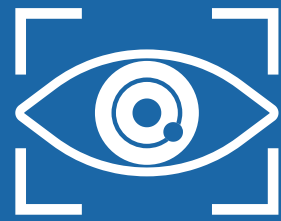
## CEO Profile

As a Chartered Accountant with certifications in Forensic Auditing, Concurrent Auditing, and Public Finance and Government Accounting, Rishi boasts over fifteen years of experience in providing comprehensive CFO services and end-to-end financial solutions. Prior to joining Infibooks, Rishi honed his skills at esteemed organizations such as ISWP (TATA Group) and TCPL (Cummins), solidifying his reputation as a trusted professional in the field.



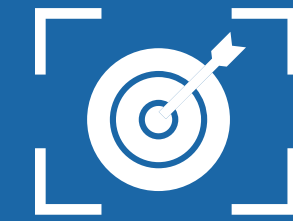


# Vision & Mission



## Company Vision

Our vision is to be the leading consultancy and bookkeeping firm recognized for transforming business potential into performance. We aspire to set the standard for excellence in financial management by continuously innovating our services, leveraging cutting-edge technology, and fostering a culture of learning and growth. Our ultimate goal is to contribute to the success and prosperity of businesses worldwide, ensuring they thrive in an ever-evolving financial landscape.



## Company Mission

our mission is to empower businesses by providing comprehensive consultancy and meticulous bookkeeping services. We strive to enhance financial clarity, optimize operational efficiency, and drive sustainable growth for our clients. Through our expertise, integrity, and commitment to personalized service, we aim to be the trusted partner that businesses rely on to navigate their financial journey with confidence and success.



# Client Profile

- Our Client's Journey begins with a passion for creating a heaven of joy for pets and their devoted parents.
- In the heart of Its Website lies a simple yet profound belief - that every wag, purr, and playful leap enriches our lives in ways unimaginable
- They're more than a brand; They're a promise. A commitment to infuse boundless joy into the lives of our furry friends and bring smiles to the faces of their devoted parents
- Each of their product aims to craft lasting memories, stitching together moments of shared delight





# Client Journey

## Connect



### Client Onboarding

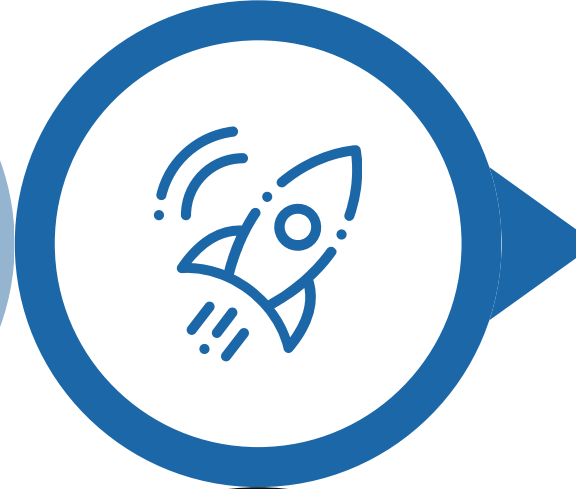
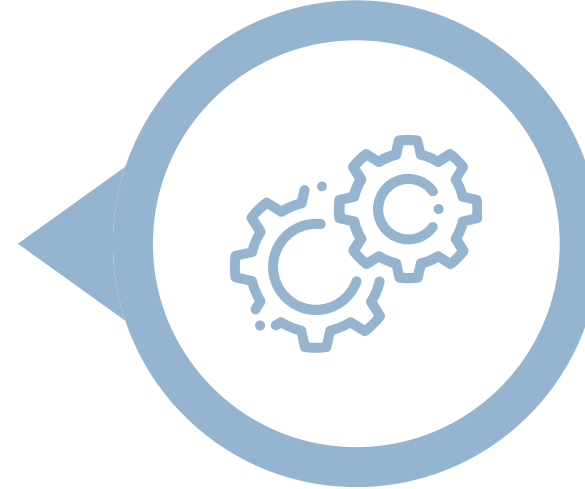
# 01

- Contract Finalization
- Information via Onboarding form
- Finalisation of Scope of work
- Signing NDA
- Mode of Communication
- Reporting requirements

# 02

### Due diligence

- Business Overview,
- Observation/Analysis of Competitor Website
- Scenario Analysis
- KYC (Know your Client ) to understand Price Penetration /Skimming Policies



### Embarked On

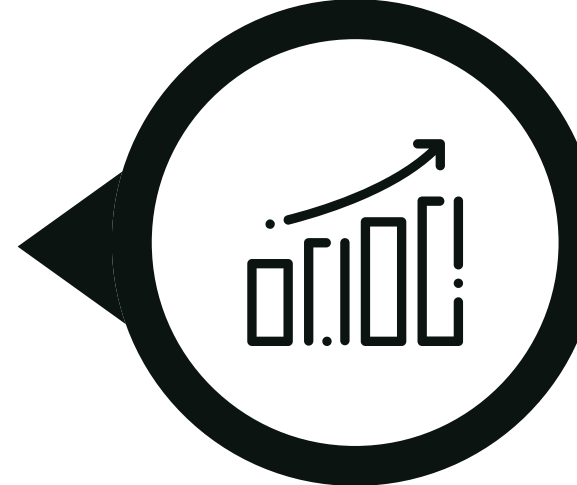
# 03

- Designing compelling Bundle offers
- Studying Customer behaviour
- Reading/ Thinking/Watching Trends
- Analysing Affiliate marketing
- Creating Bundle Optimization

# 04

### Reporting

- Strategic Pricing
- Bundle Sales and Margin Calculator
- Setting Strike through Prices
- Break even Analysis
- Calculation of Affiliate Commission
- Financial Modelling (Scenario Based)



## Goals



# Challenges Faced



## Setting Prices

Optimize pricing strategy! Ensure competitiveness while maintaining profitability. Main Challenge is how to navigate dynamic markets with confidence."



## Offering Bundle Discounts

"Unlock the power of bundles! Increase sales and customer satisfaction with compelling bundle offers. Discover how to create value beyond individual products."



## Setting Affiliate Commissions

Grow your business with affiliates! Design fair and rewarding commission structures to drive sales. Fixing the right amount for the right partners and maximize marketing efforts."



## Addressing Competitors' Move

Reacting to Competitors' Moves: Responding strategically to competitors' actions such as new product launches, promotions, or market expansions.

CONTINUE



CONTINUE

# Our Unfoldings



## Optimizing Prices

- Conduct competitive analysis and market research to determine optimal pricing strategies
- Implement pricing strategies for dynamic price adjustments
- Provide guidance on Profit planning and grabbing Market share of pricing decisions



## Bundle up!!!

- Perform cost-benefit analysis to ensure bundles provide value while maintaining profitability
- Develop inventory management strategies for bundled items
- Assist in crafting clear and compelling marketing messages for bundle promotions



## Grow With Affiliates

- Design commission structures that incentivize performance without compromising profitability
- Implement tracking systems to monitor affiliate sales accurately and ch

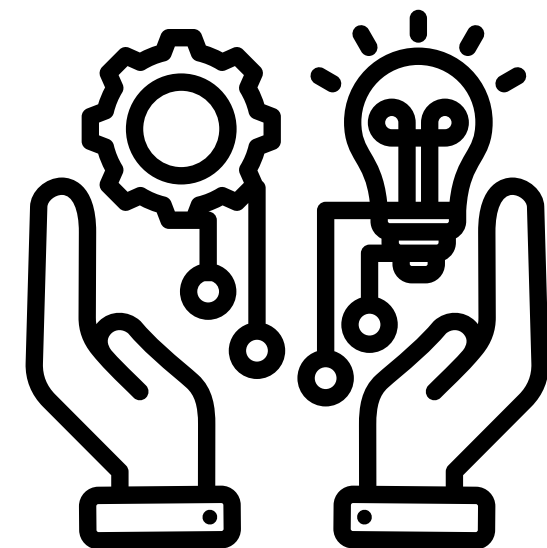
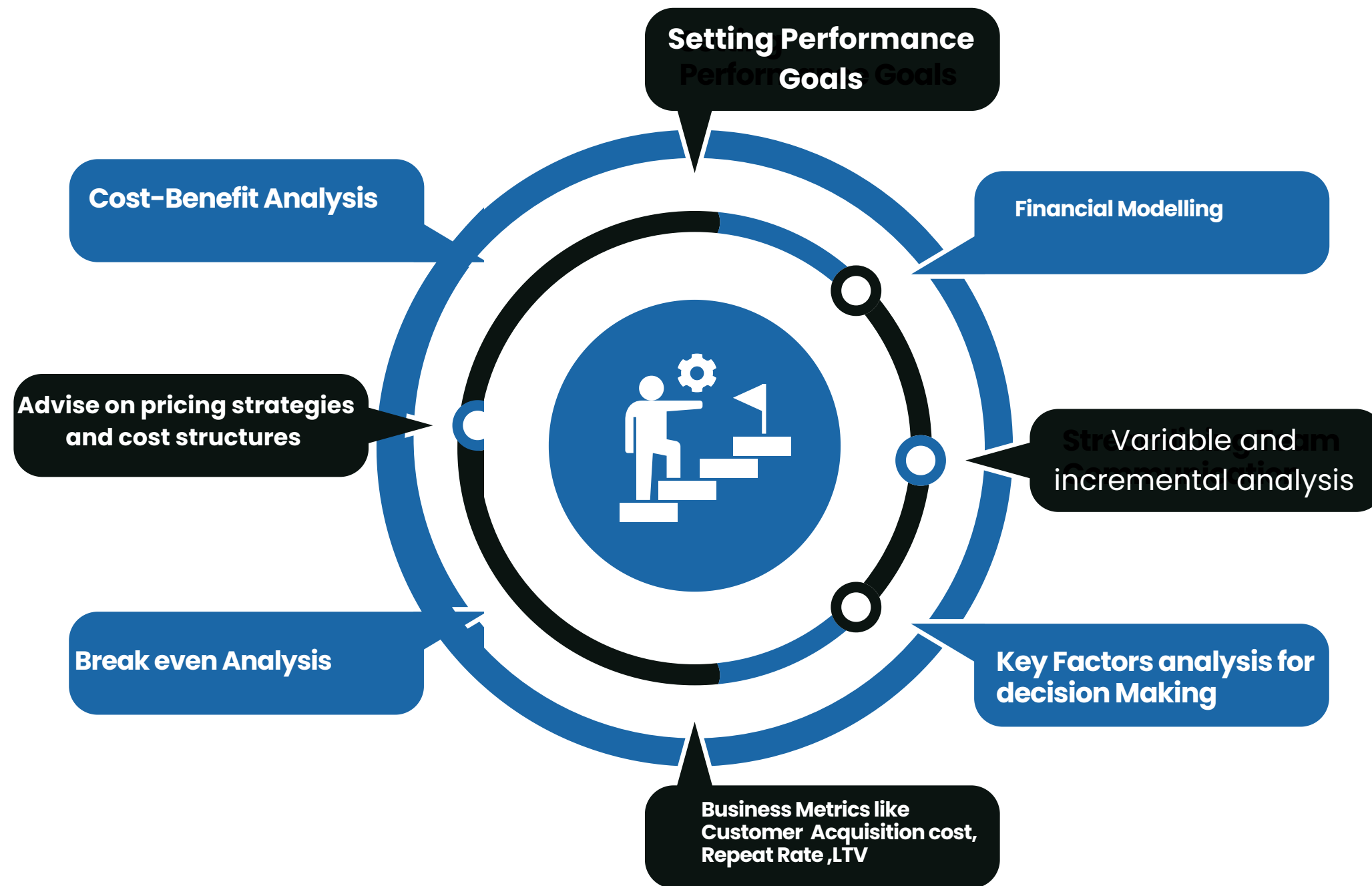


## Stay Competitive

- GMonitor competitor actions
- Adjust strategies, and protect your market share.
- Cost Benefit analysis
- Calculation of CAC
- Assist in differentiating brand and enhancing value proposition to counter competitors' actions



# Our Solutions



# Results Achieved



## Optimized Pricing Strategies

With better pricing strategies, the company might see an improvement in profit margins. Identified the optimal price points for various products, balancing competitiveness with profitability.



## Effective Bundle Discounts

Bundle discounts can help clear out slow-moving inventory, improving overall inventory turnover rates.



## Expanded Reach

Setting up attractive affiliate commissions can broaden the company's marketing reach, as affiliates promote the products to wider audiences.



## Overall Financial Performance

Combining all the above strategies can lead to significant revenue growth. Improved pricing, successful bundle discounts, competitive positioning, and effective affiliate marketing all contribute to increased sales.



## Time Savings for Business Owners

Focus on core business and stress reduction with better managed finances.



# Ongoing Involvement

Partners in growth journey



# Conclusion



Our consultancy firm played a pivotal role in empowering our client to overcome challenges and have yielded significant improvements in the e-commerce client's financial and market performance.

Our proactive approach to competitor moves ensured that the company maintained and even grew its market share while fostering customer loyalty. The implementation of a robust affiliate commission structure expanded the company's reach through cost-effective marketing efforts, driving further sales growth.

The success of these initiatives underscores the importance of expert guidance in navigating the complexities of the e-commerce landscape, ultimately leading to a robust and thriving business.



# Our services

## Financial Strategy and Leadership

**Virtual CFO & Fractional CFO Services** - Access top-tier financial expertise affordably with our virtual and fractional CFO services..  
**Financial Modeling** - Make confident, data-driven decisions with our advanced financial modeling services.



## Financial Operations Management

**Accounting & Bookkeeping** - Free yourself from tedious tasks and focus on business growth.  
**SOP Implementation** - Establish efficient and standardized operating procedures (SOPs) to streamline your business operations and maximize productivity.



## Talent Management and Support

Access top talent on a flexible basis with our contract staffing services. Whether you need temporary support for a specific project or ongoing assistance to fill critical roles, we'll connect you with skilled professionals





# Meet Our Team



**Anmol Agarwal**

Operational Manager

Anmol leverages over 5 years of experience to optimize operational efficiency and drive strategic initiatives. Her expertise lies in enhancing market reach and nurturing client relationships through innovative solutions and dedicated service.



**Meenakshi Dewan**

Chief Consultant

Meenakshi brings a unique blend of financial expertise and strategic marketing acumen. With 16 years of experience in the accounting industry, specialize in driving growth, expanding market presence, and building strong client relationships.



**Alka Gaharwar**

Business Specialist

Alka has honed her expertise in financial analysis, credit analysis, bookkeeping, auditing and assurance, and taxation advisory services. With comprehensive experience in these areas, Alka provides precise financial insights and robust strategic guidance.



# Contact Us

At Infibooks, we understand that running a business is more than just crunching numbers; it's about making strategic decisions that drive growth and success. That's why we offer a comprehensive range of services designed to meet your financial needs and empower your business to thrive.

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