# SUPPLIER

Sarafu Partner Report

January 2023

OPPORTUNITY

- Sarafu is able to collect large amounts of data at a granular level for manufacturers in Dar es Salaam

- We are looking to partner with manufacturers to enable them to better understand and market their products, driving competitive advantage at a lower cost with clear results and metrics

- To this end, we developed the Sarafu Manufacturers Report. It answers the following questions:

  - Who are your customers?
  - Where are they located?
  - What parts of Dar are your sales concentrated? Where are your sales weakest?
  - Are they buying your products?
  - How are your products performing week to week?
 - Are stock outs reducing your sales?

The Report
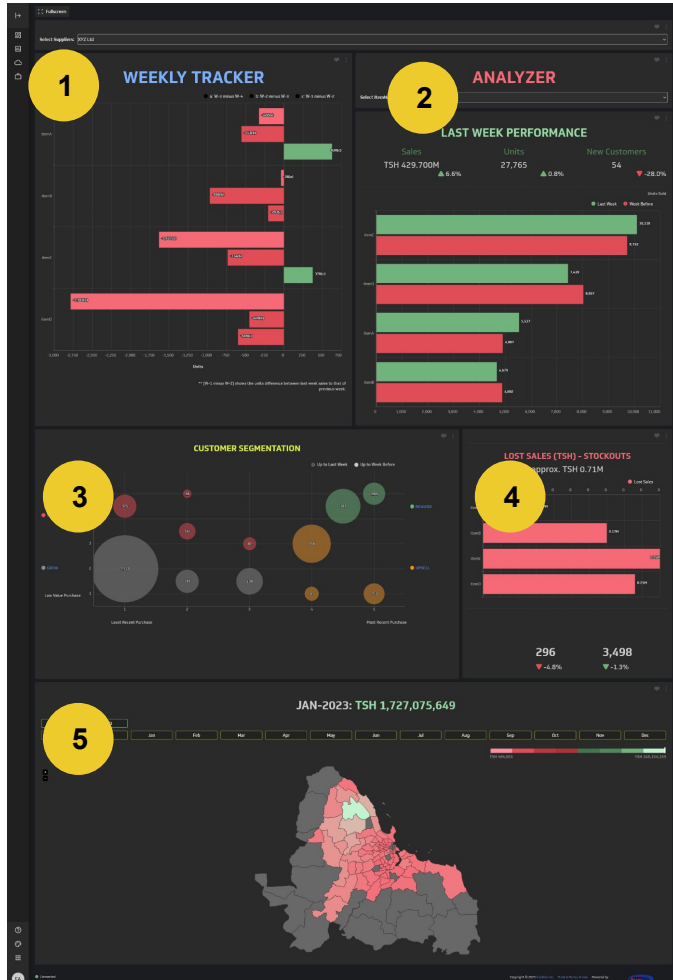
1 — Identify sales variation by SKU for most recent three week period

2 — Weekly summary of sales demonstrating performance trend

3 — Segment your customer base and target market to them. Hi value/Frequent customers / Low Value Frequent Customers, Hi Value Churned customers and others

4 — Estimate sales value and volume lost by your product going Out Of Stock on Sarafu - the customer clicked on your product page on the app but was unable to add to cart

5 — Visually identify by month and year where your products are selling in Dar and where they are not, by total sales or by SKU

Weekly Sales Variation

- Set targets for your marketing team and ensure they are meet them week to week

- Identify by SKU which products are underperforming

- Quickly determine trends per SKU to ensure optimal performance across your product portfolio
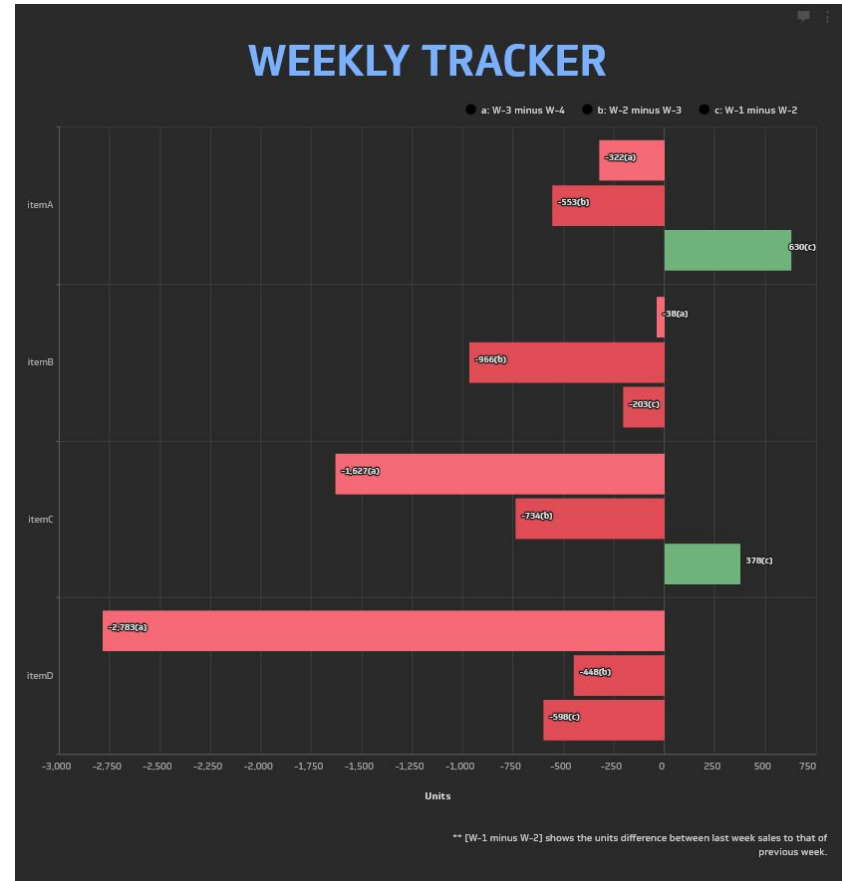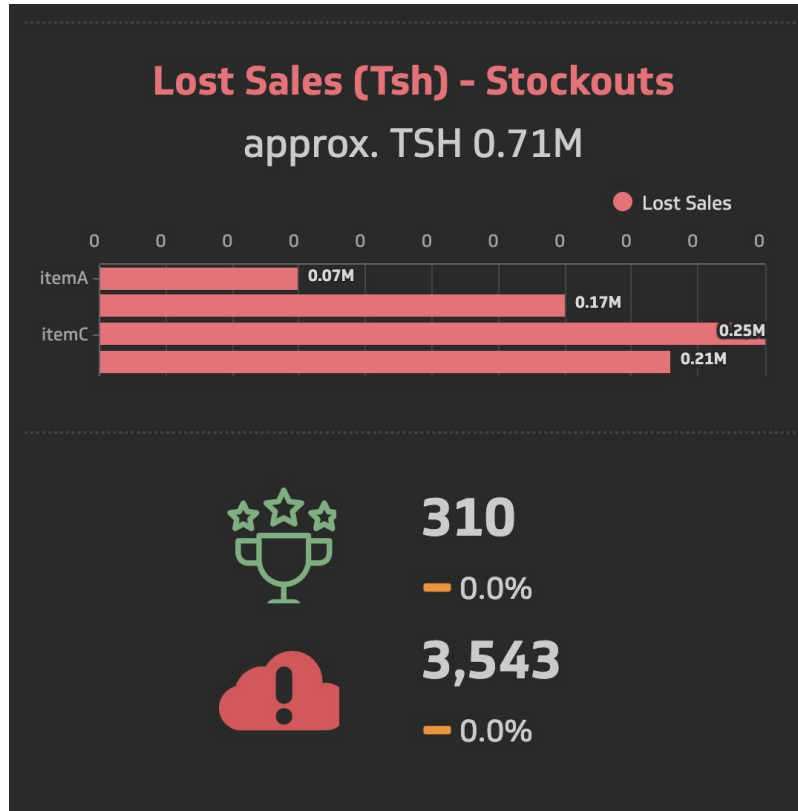
# Geographic Sales Distribution
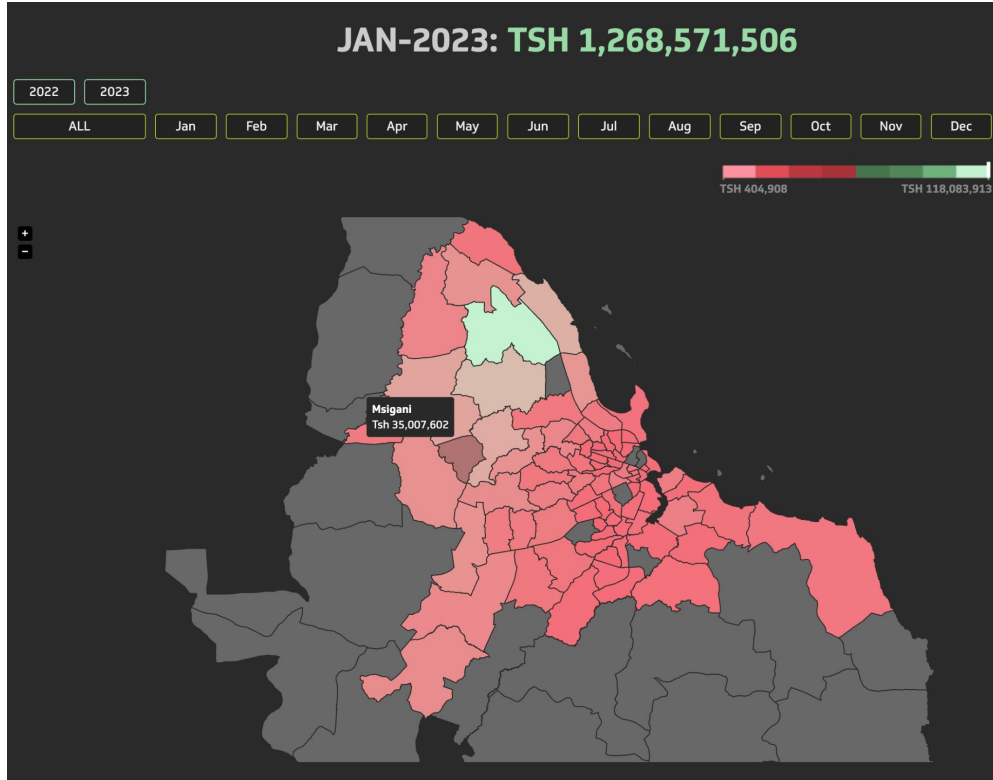
- Quantify where your sales are in the city at the district level

- Analyze company wide or by SKU
- Track sales regions over time by month
- Determine where you need to increase marketing spend or focus your efforts to attract new customers

Manage Supply Chains Better

Lost Sales (Tsh) - Stockouts

approx. TSH 0.71M

● Lost Sales

	0	0	0	0	0	0	0	0	0	0
itemA					0.07M					
							0.17M			
itemC									0.25M	
								0.21M		

310
— 0.0%

3,543
— 0.0%

- Identify Stock outs as soon as they happen and restock to avoid lost sales

- Calculate lost sales due to stock outs - Sarafu tracks user behavior and calculates based on our historical average when a customer who looks at a product will buy if that product was in stock

- Manage your operations team to reduce lost revenue that allows competitors into your market share

Customer Segmentation
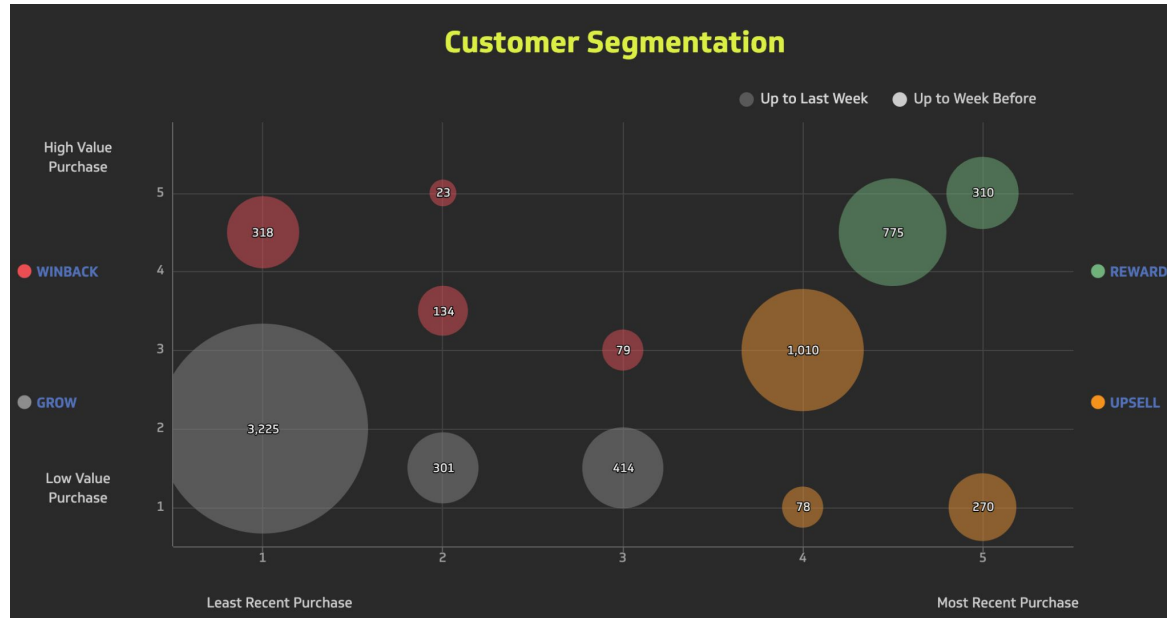
- Green: High value / Very Recent customer - Reward them
- Yellow: Low Value / Recent Customer - Upsell them
- Red: High Value / Lost customer - Bring them back to your products
- Grey: Low Value / Lost customers - Expand your base

Partner with Sarafu to Grow Your Business

- **Real Data from Real Customers** - There is no other platform that can provide real data and real customer information. We only allow purchases on Sarafu with digital methods, ensuring that pricing and customer information are correct. All other platforms do not have accurate information about who your customers are and what they are buying because they all deal primarily in cash through sales agents who do not keep accurate records.

- **Build Relationships with Retail Shops** - With Sarafu we can identify same store sales month on month helping you determine who your best customers are and who your churned customers are. We can help facilitate a direct one to one relationship with the retailer to encourage them to purchase your products and benefit from your promotions

- **Data that Drives Decision Making**-We are sharing information about your customers with you at no cost. Sell through Sarafu and generate market intelligence on your customer base and sales that no one else can provide in Tanzania.

- **Confidentiality** - All your unique data is strictly confidential and only available to you as the supplier