Mike, formerly the manager of the Nathan Road branch of a prominent fitness retailer, has recently been promoted to oversee five branches due to his exceptional performance. At Nathan Road, he perceived that profits stemmed from a balanced sales mix: clothing and equipment bolstered by accessories. Yet, upon reviewing the sales data of the other four branches, he discerned a different distribution. The driving force behind most branches' revenue, especially at the bustling Des Voeux Road and Hennessy Road locations, was predominantly clothing sales. Notably, the accessory sales at Hennessy Road dwarfed that of other branches. Recognizing these nuances, Mike understood the need to tailor a sales strategy specific to each store's unique market dynamics.

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