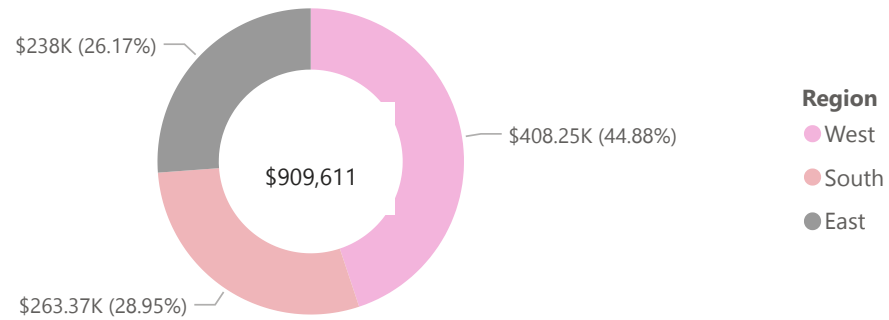


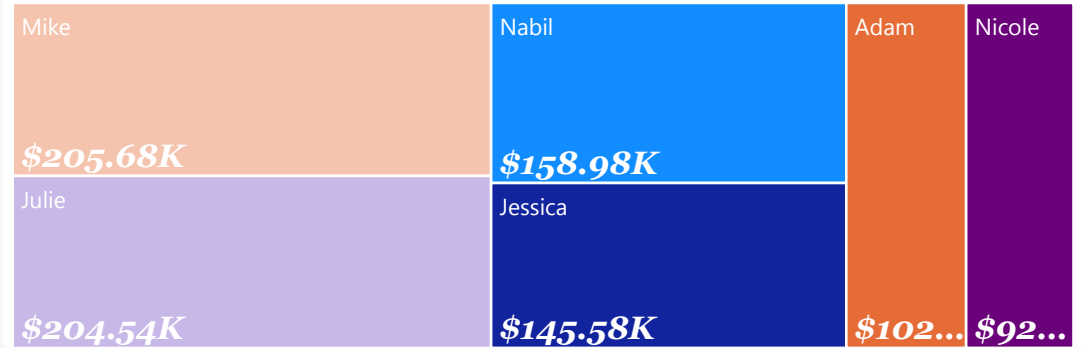
A-STIA SALES REPORT FOR 2015 - 2017

Revenue by Region



Revenue by SalesRep

SalesRep Mike Julie Nabil Jessica Adam Nicole

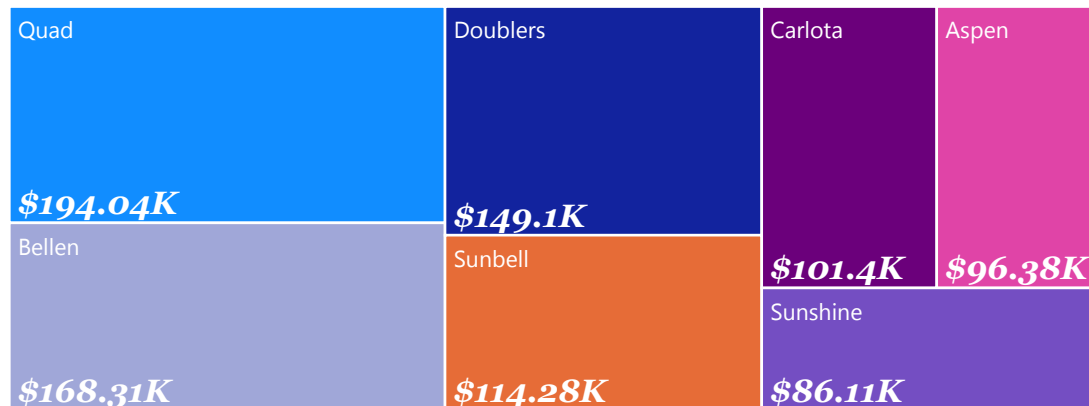


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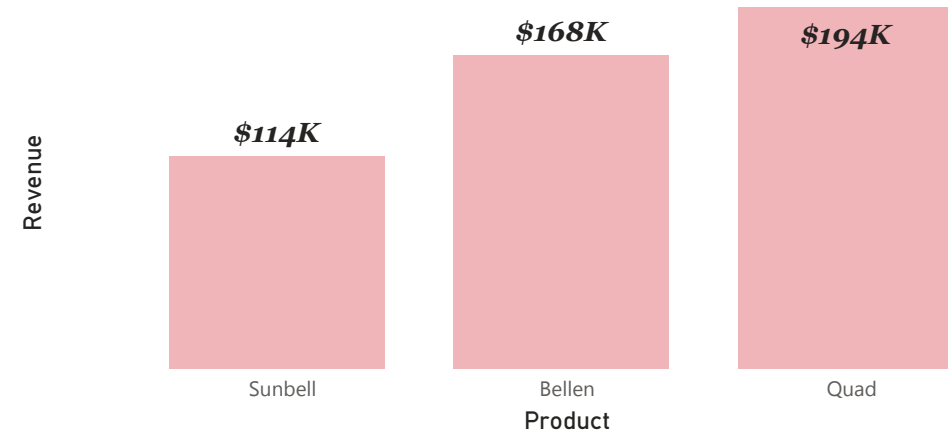
31

Revenue by Product

Product Quad Bellen Doublers Sunbell Carlota Aspen Sunshine

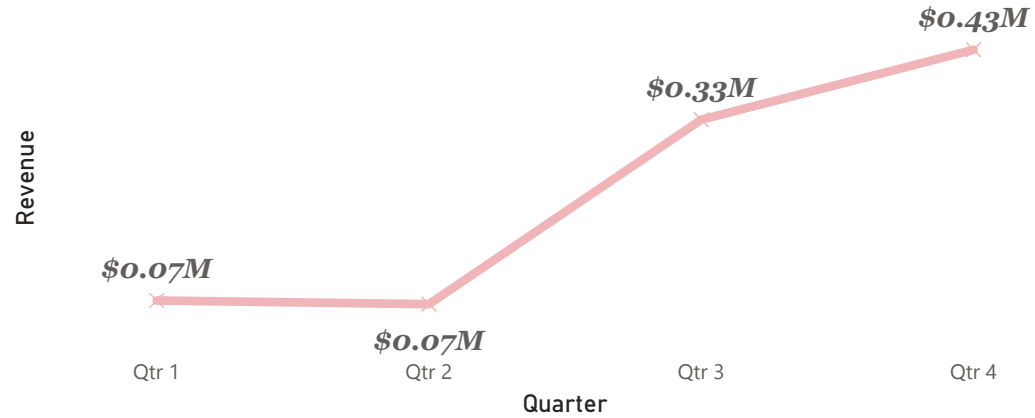


TOP 3 SALES REPRESENTATIVE

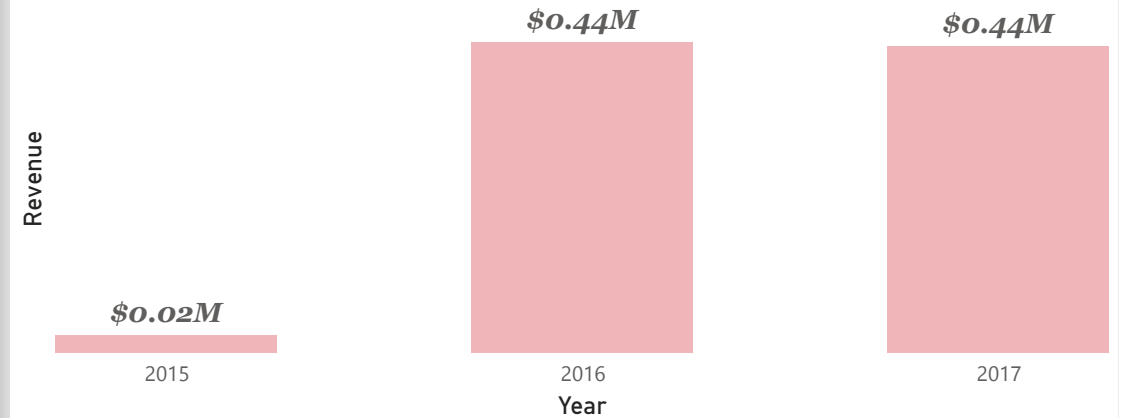


A-STIA SALES REPORT FOR 2015-2017

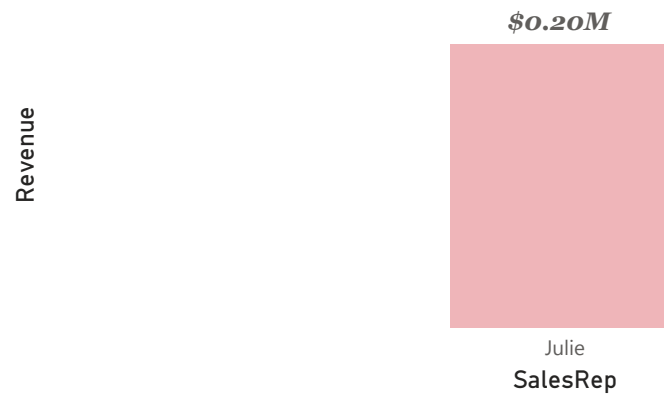
Sales Trend



Yearly Change in Revenue



Top Sales Rep



Recommendations

A Company's growth is associated to having solid staffs to help you achieve your goals. hiring the absolute best people is a sure fire way to fast growth in business, qualified staffs with certain certifications in the field you are hiring for either in customer's relation, **"STOP LOOKING FOR CHEAP LABOUR"** another thing is having the right team in the eastern region, make sure the sales reps work as a team, relate well and carry themselves along with their jobs to create a collaborative work culture, the Eastern region should focus more on collaborative effort and not competition among the sales reps to boost the sales in the eastern region.

I will recommend that A-stia store should Implore free deliveries or sales delivery with a very minimal charges to the Eastern region to improve the numbers of orders they get, this might give you an edge over your competitor, even this strategy can be implemented in South and West for optimization of business growth in order to keep relevance. Another method to grow your business is to create profile on all of the social media platforms (Instagram, facebook, twitter) and even create an active website at thus i will recommend **Welup digital** for a standard website also they can help you manage your social media platforms with very low rate, an active profiles allows you to better market your business and interact with far more potentials customers, when your business has an account that you update regularly on your social media platforms, consumers can find your business more easily and are more likely to share you business with their friends which will make referrer very easy, making them feel connected to you brand and cultivating trust for the brand.

Another important thing to note while focusing on social media sales is to focus on customers experience

Customers' perception can break or make your business, delivering quality experience and product and they will quickly sing your praises on social media but if you mess it up they will even tell the world faster, fast growth is making your customers happy with their experience, this will allow you keep track record of customers' demands.

A-stia store should allow their staffs to attend networking events, this will make them connect with like minded individuals and it will give them certain exposure and unique perspective and insight that can make grow the business. the connections and relationships that comes with attending networking can be beneficial

Hosting local event to create awareness in the Society about your brand, this could be an ice breaker, pick interest in what the people in that community have interest on, whether it's sponsoring a local sport teams or running a fundraiser, offering exclusive deals on a holiday, if you host event in your area you will increase brand awareness and show your community that you are interested in their wellbeing, when you are interested in them they will feel more loyalty to your business, I will recommend the Eastern part to implement this strategy, you can also figure out the product they like and do some sample freebies.

In picking a location you need to be sure your target audience live close by or shop in that area or whether they will be happy to travel to you, many customers also rely on convenience, so you need to consider how convenient it is for your customer and whether going to a competitor is better.

Depending on how big the community is, closeness of ones competitor might not be a good idea, the region with low sales should check out if their location is a good idea, also if the competitors location is difficult for customers or client to access then these could ensure you choose a location that will be easier for customers to go within the same region.

A-stia Store should make use of these strategies for their eastern region.

In conclusion I will not advice A-stia store you move the store to another location, I will recommend you make your customers get use of your delivery service as mentioned earlier Good Location plays a huge role in attracting customers in business, good location can boost the company's long term performance, poor ones can cost millions in lost productivity and capitals, good location also attract good talents or smart worker.