



# INTERNATIONAL BREWERIES PLC.

A proud part of the **ABInBev** family



Report by; Faith Ajiboye-Femi

# Profitability Analysis

Profit  
**106M**

Benin  
**20.96M**  
PROFIT

Ghana  
**21.01M**  
PROFIT

Nigeria  
**21.38M**  
PROFIT

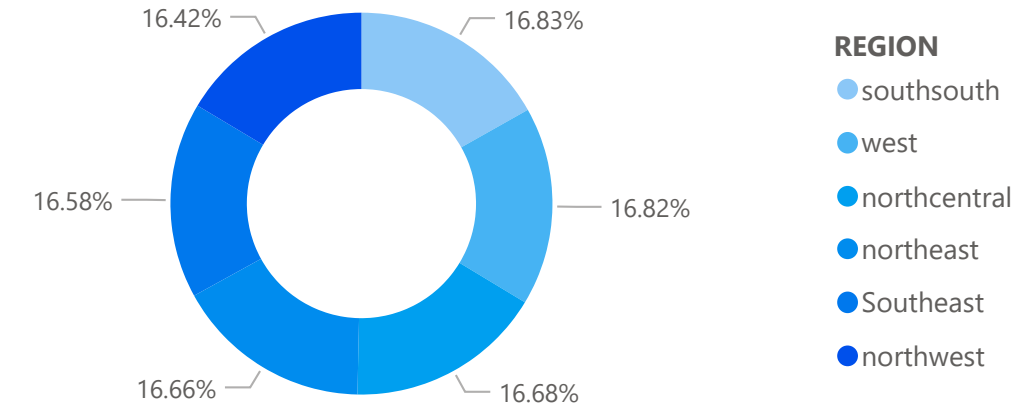
Senegal  
**21.49M**  
PROFIT

Togo  
**20.75M**  
PROFIT

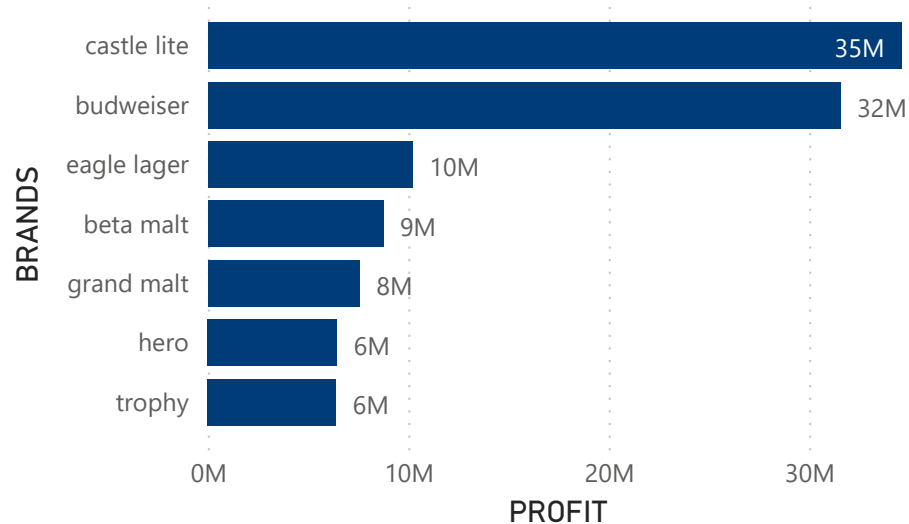
Profit generated by Counries



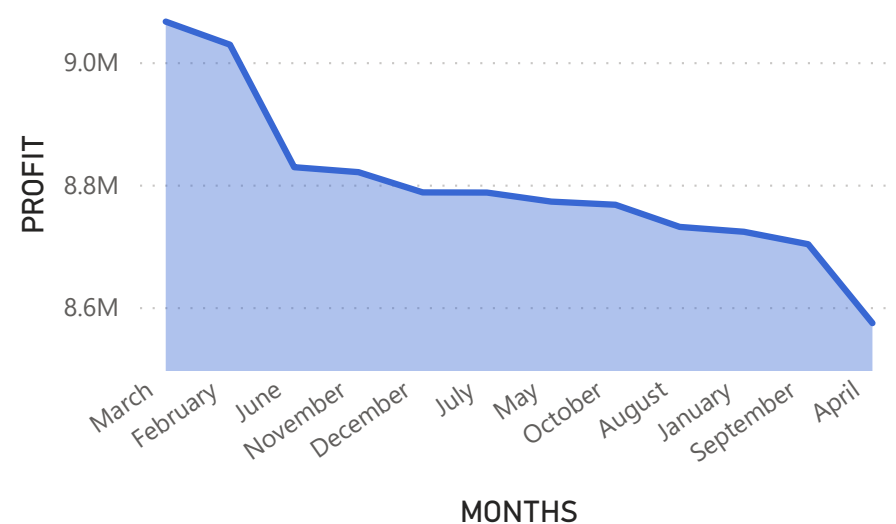
Regional profit



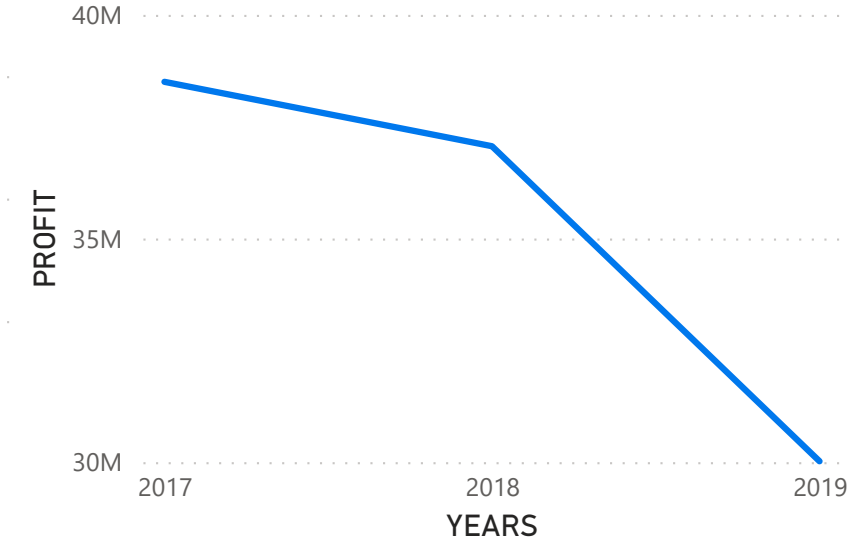
Profit generated by Brands



Profit generated monthly



Profit generated yearly



# Quantity Sold Analysis

891K

QUANTITY

2017

Year

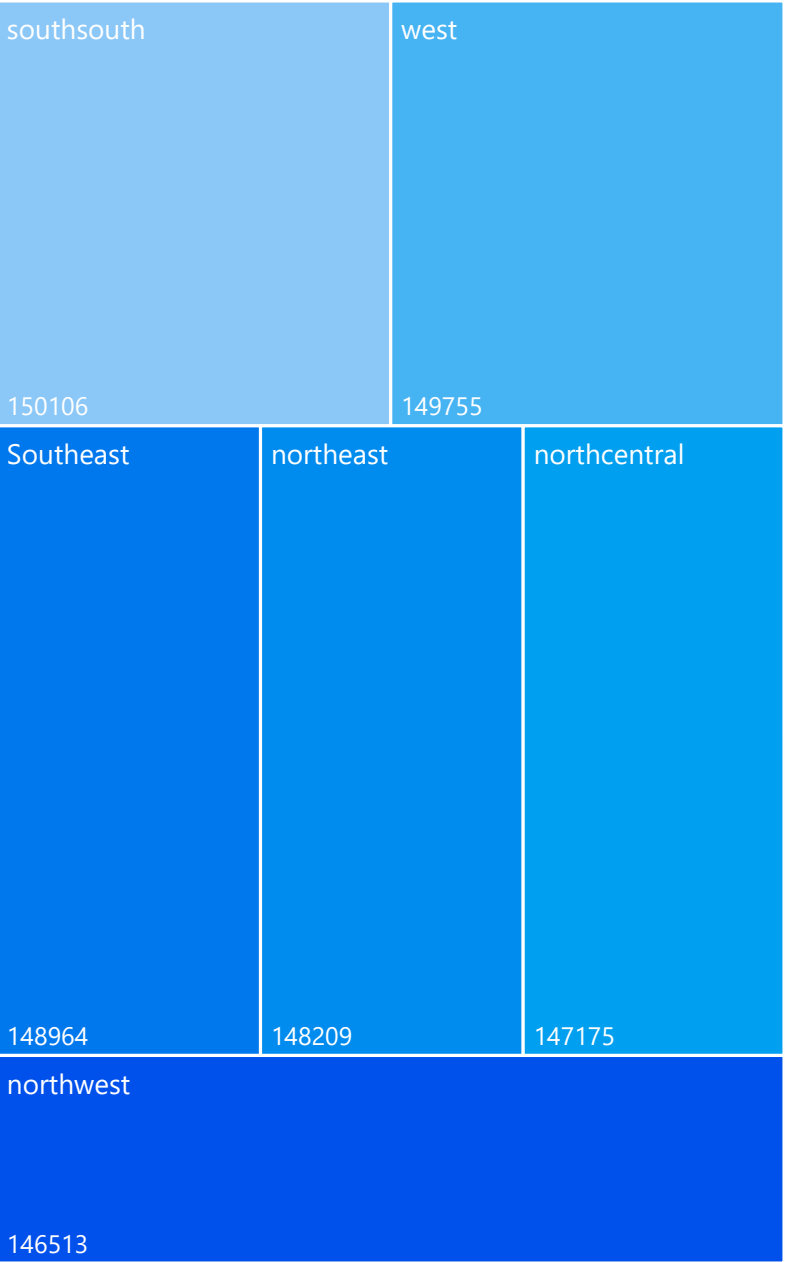
2018

Year

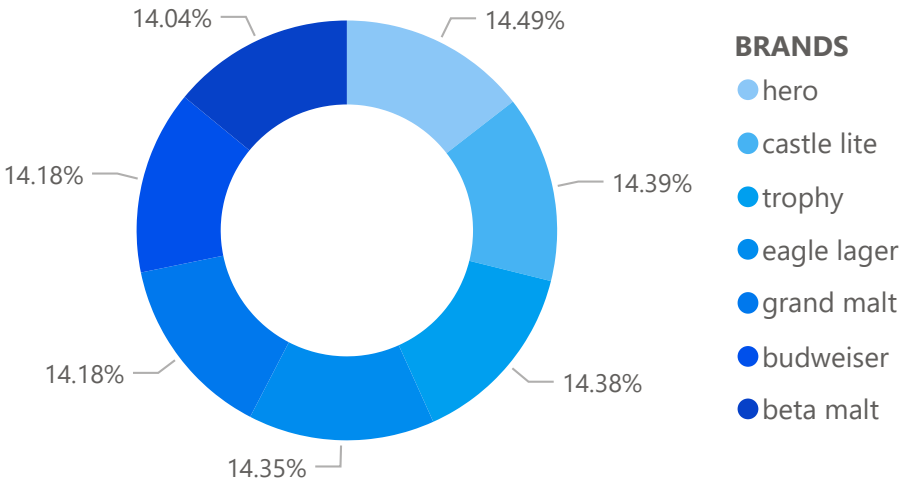
2019

Year

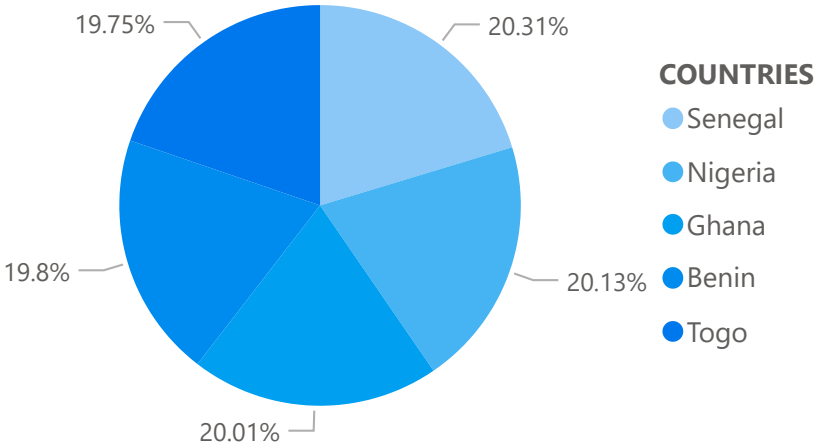
QUANTITY by REGION



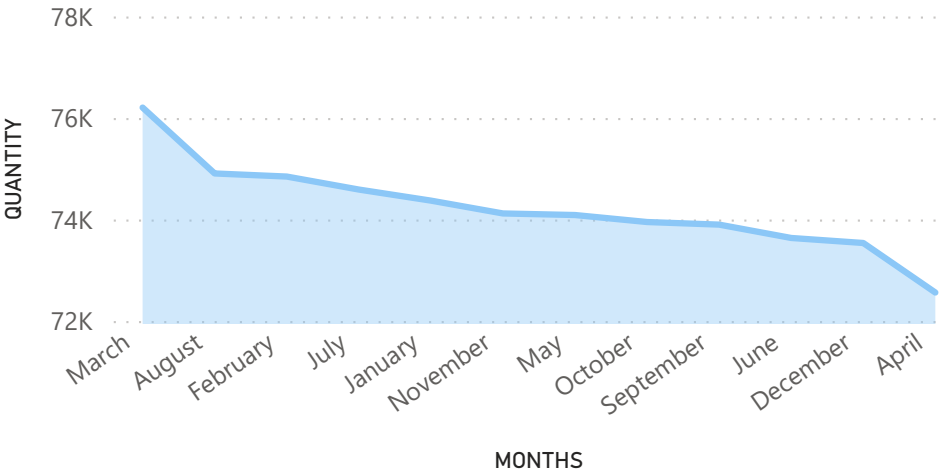
QUANTITY by BRANDS



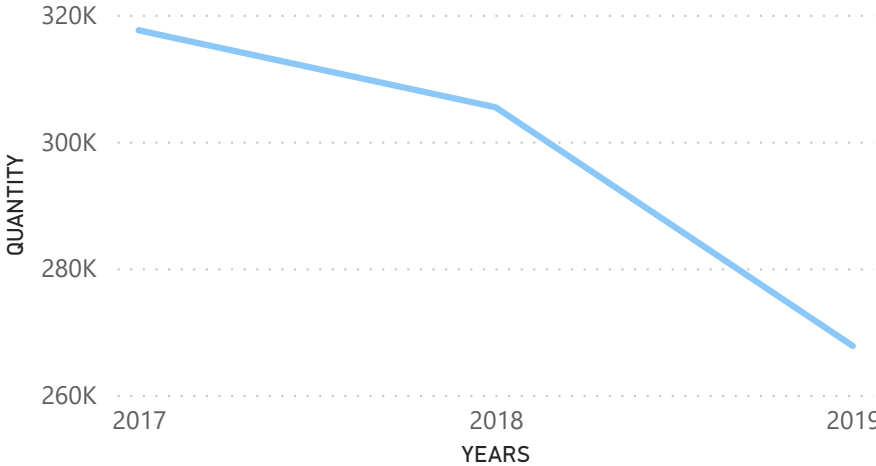
QUANTITY by COUNTRIES



QUANTITY by MONTHS



QUANTITY by YEARS



# Nigeria

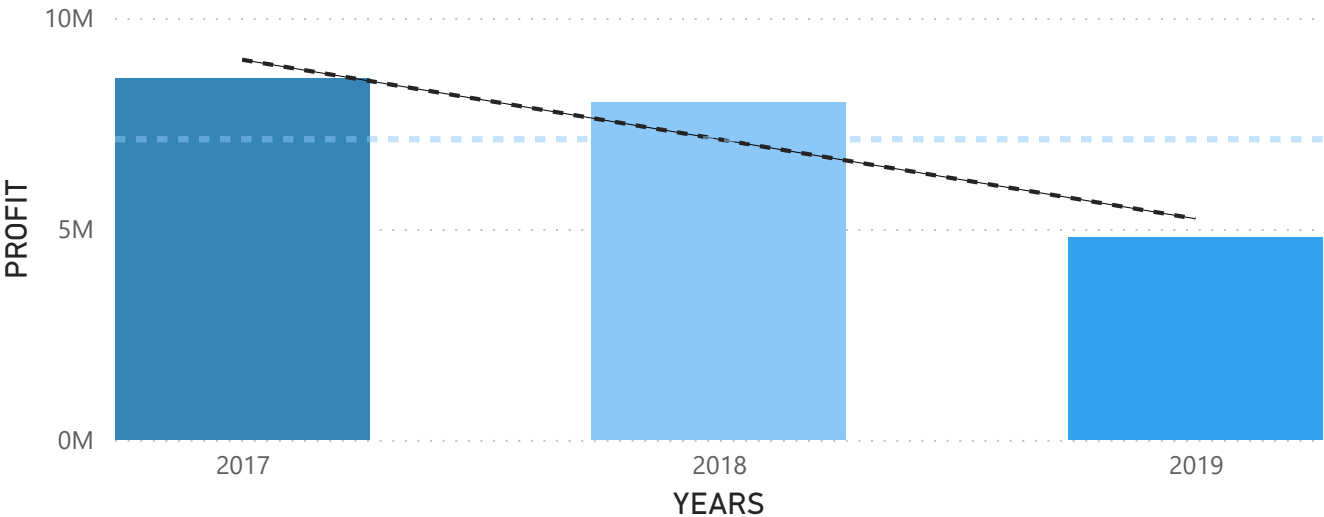
21.38M

PROFIT

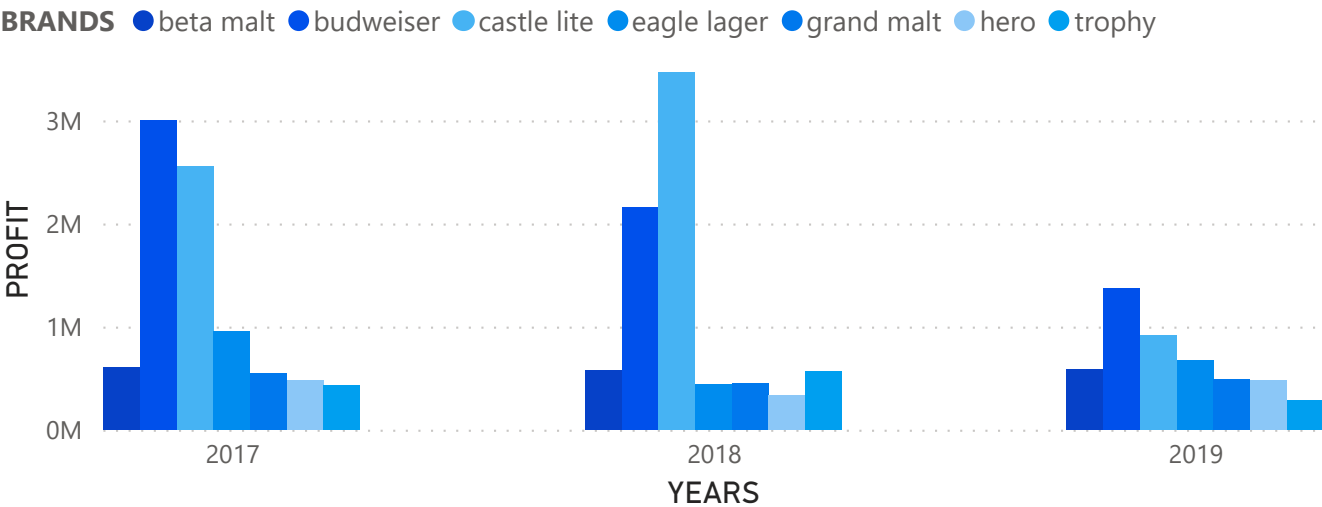
179K

QUANTITY

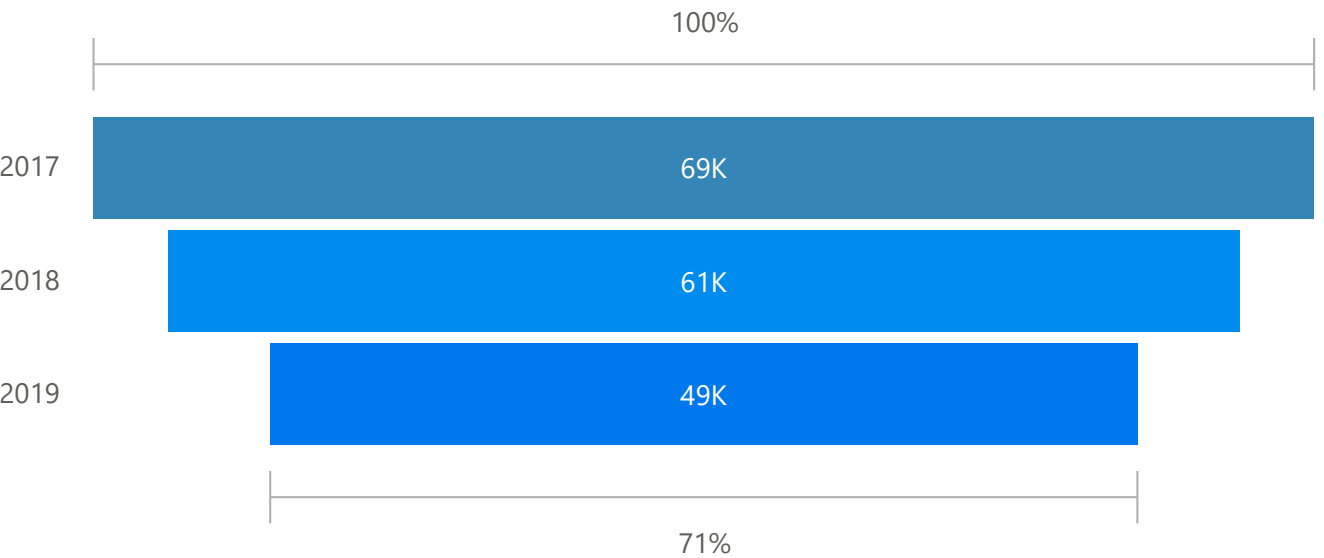
PROFIT by YEARS



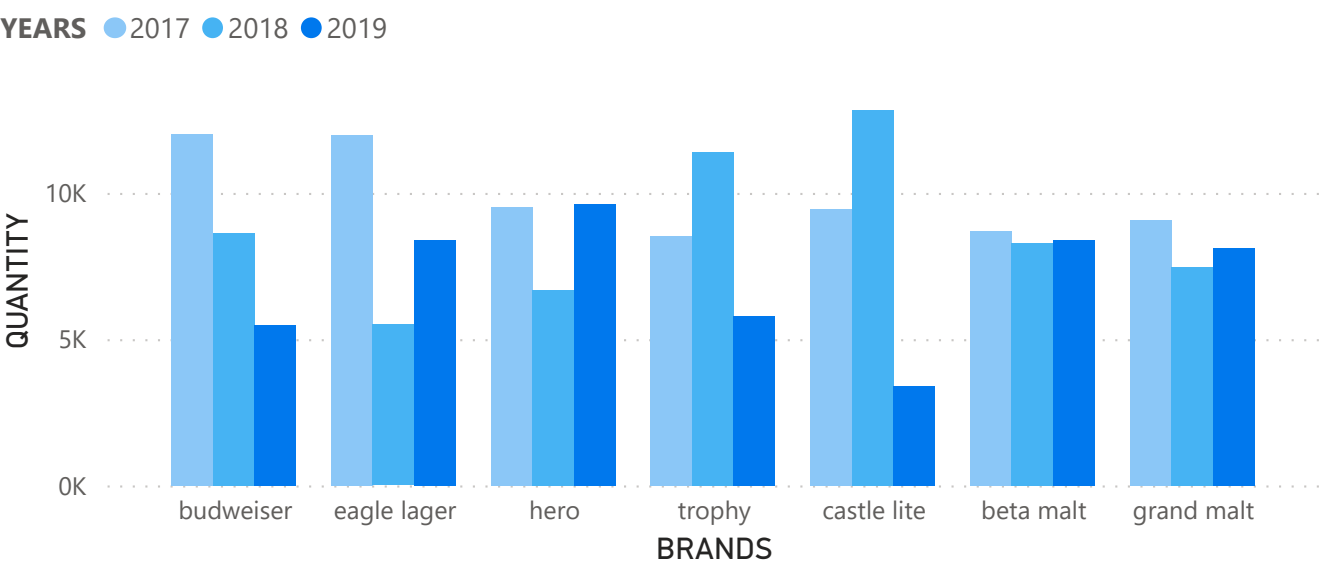
Yearly Brand profit



QUANTITY by YEARS



Brand quantity sold over the years



# Ghana

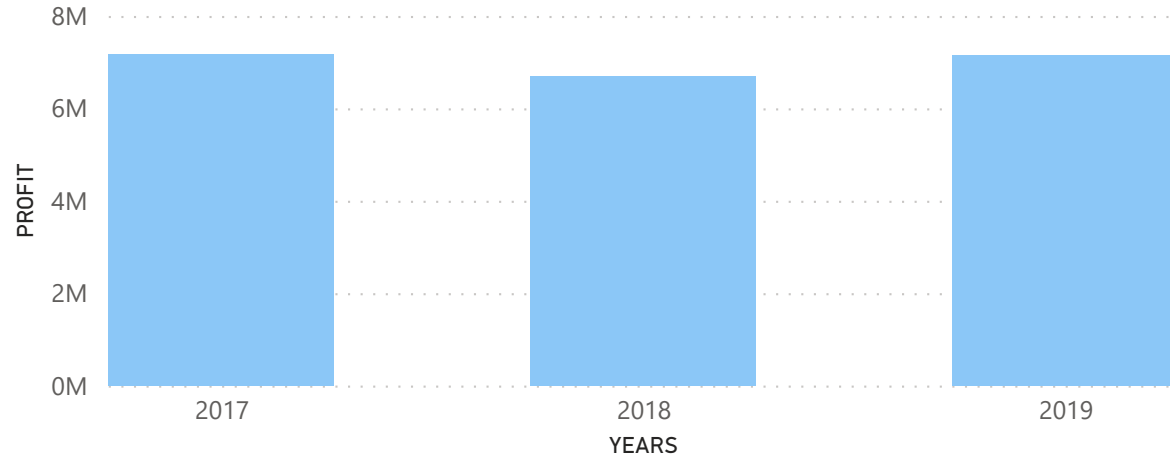
178K

QUANTITY

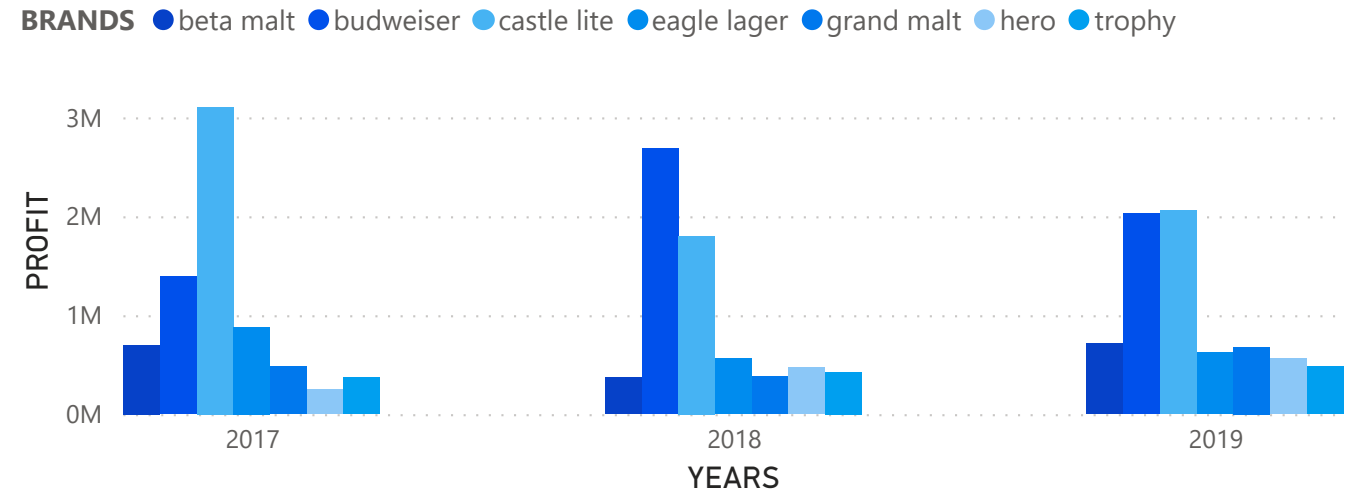
21M

PROFIT

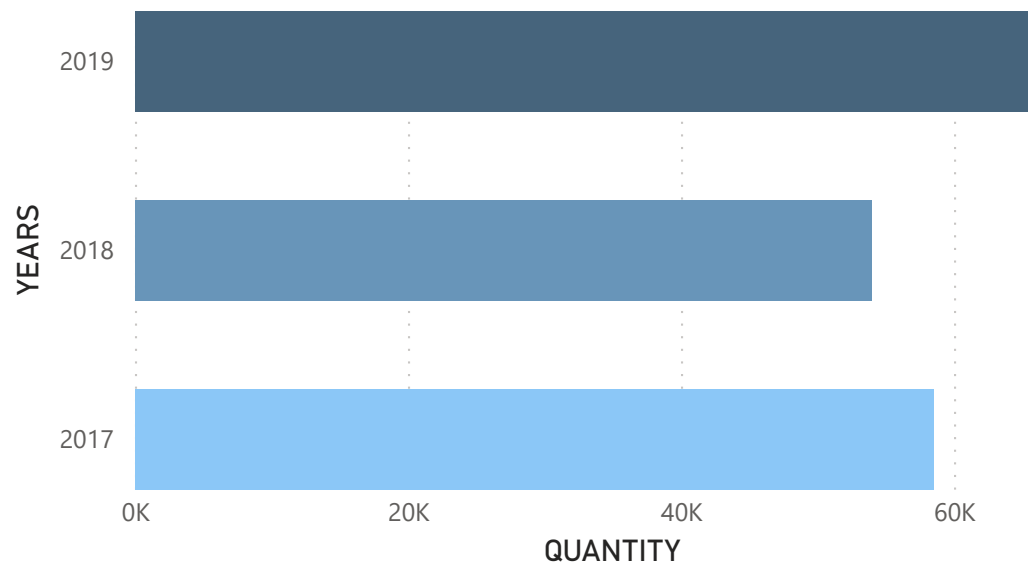
## PROFIT by YEARS



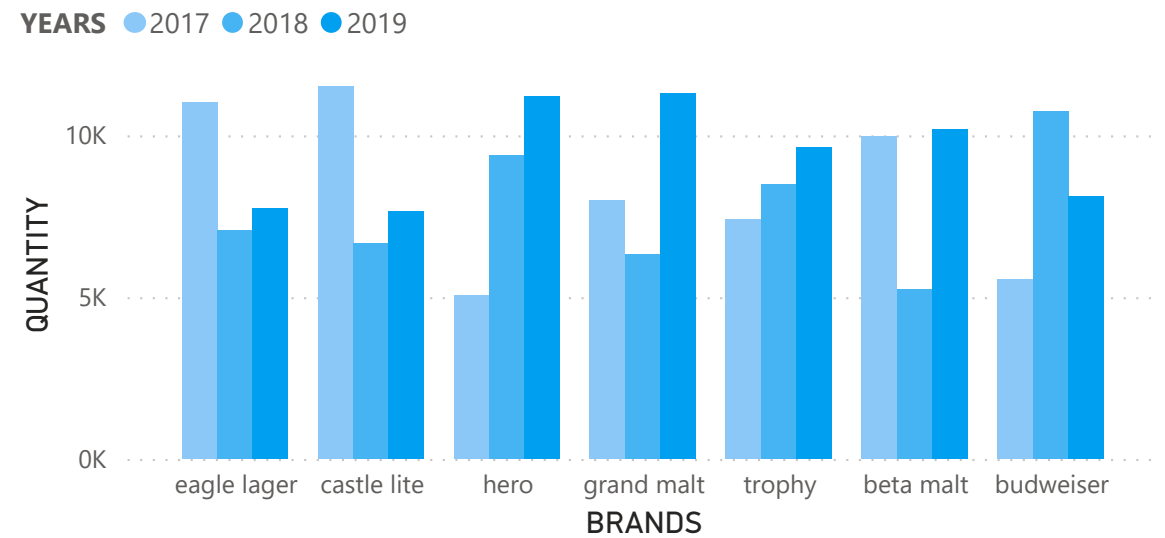
## Yearly brand profit



## QUANTITY by YEARS



## Quantity sold by brand over the years



# Senegal

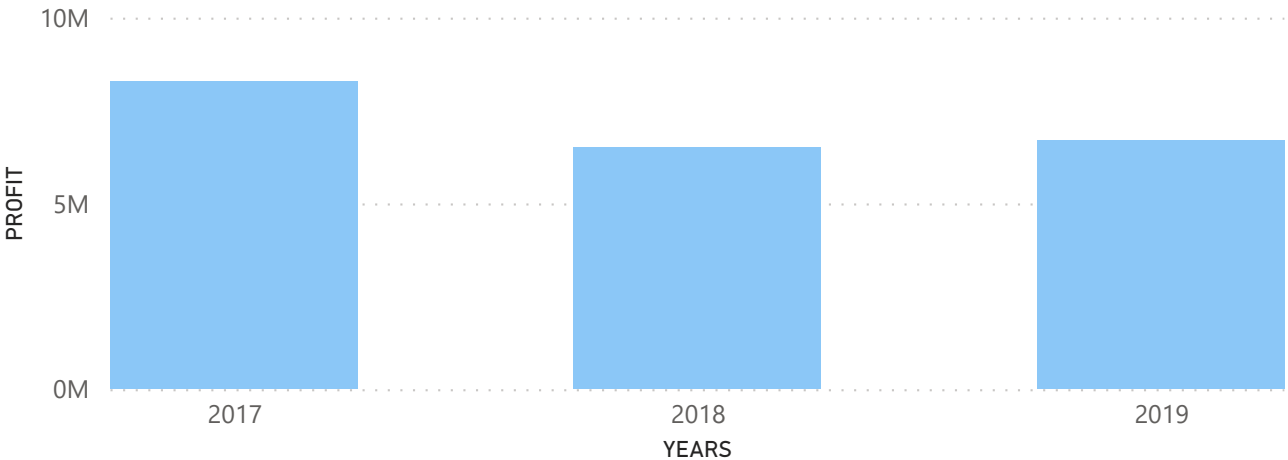
21M

PROFIT

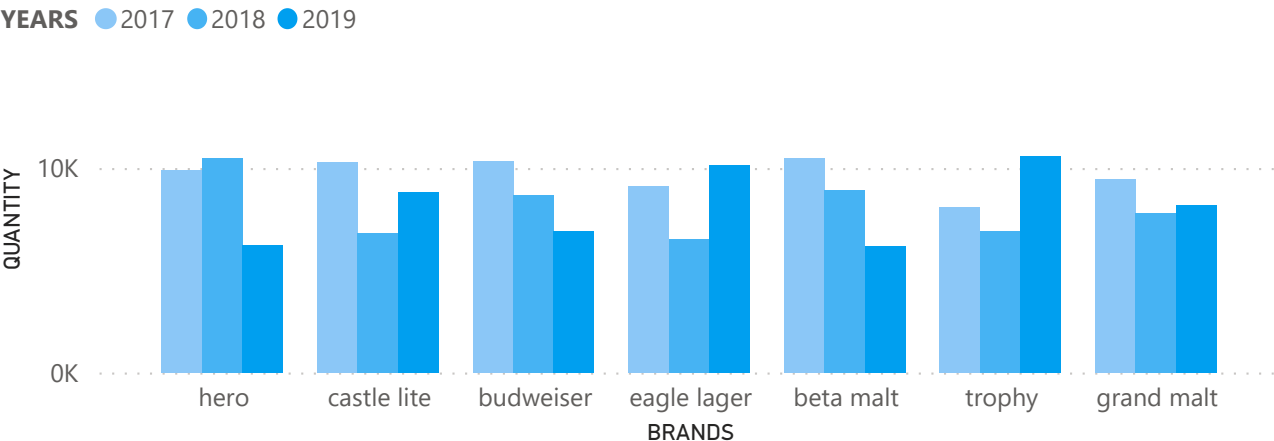
181K

QUANTITY

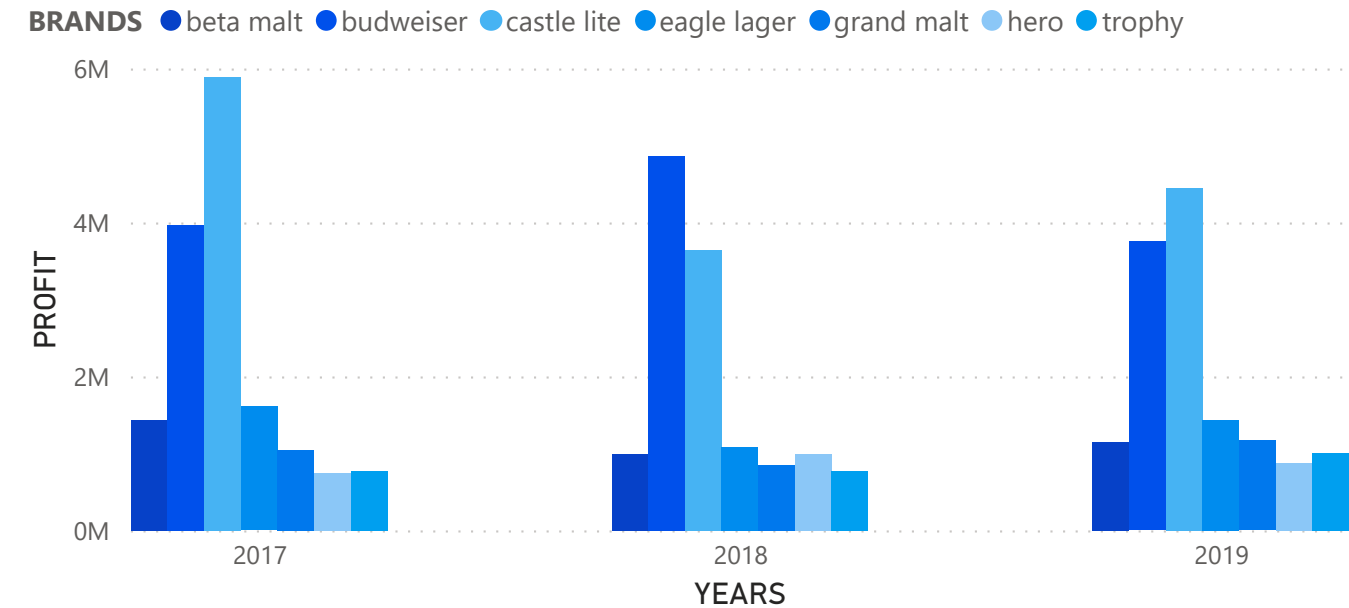
PROFIT by YEARS



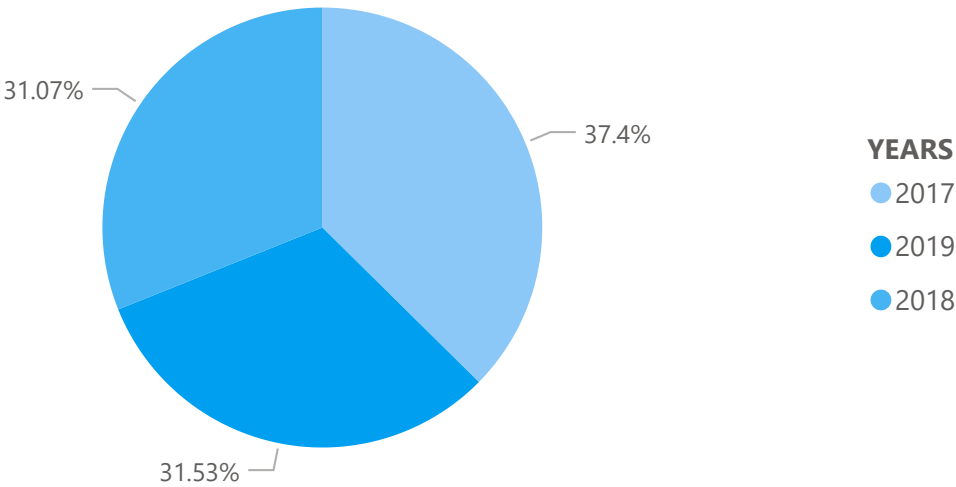
Quantity sold by brands over the years



Brand profit over the years



QUANTITY by YEARS



# Benin

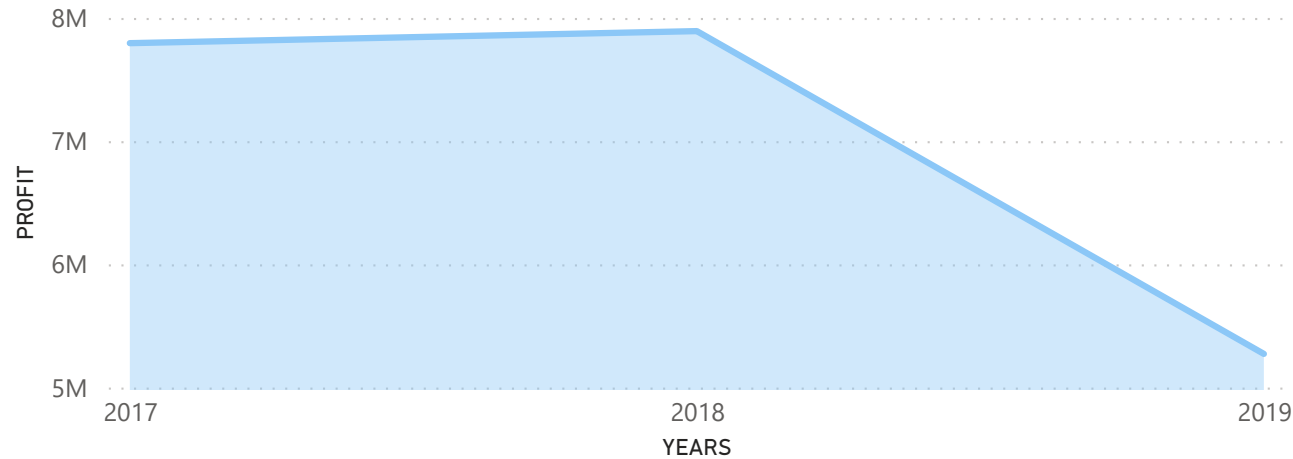
21M

PROFIT

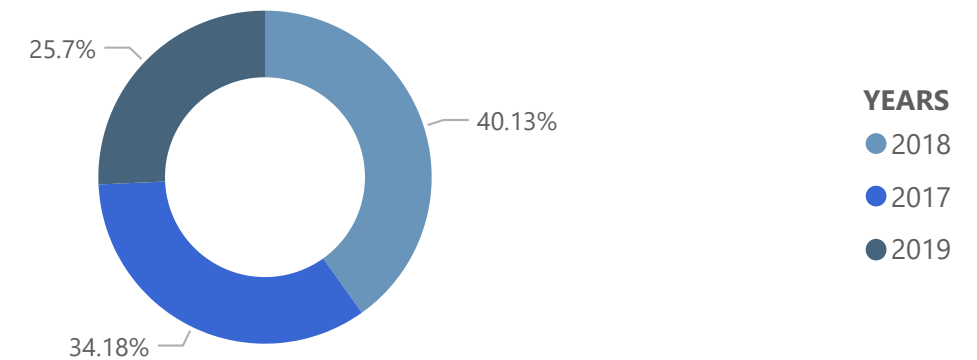
176K

QUANTITY

PROFIT by YEARS

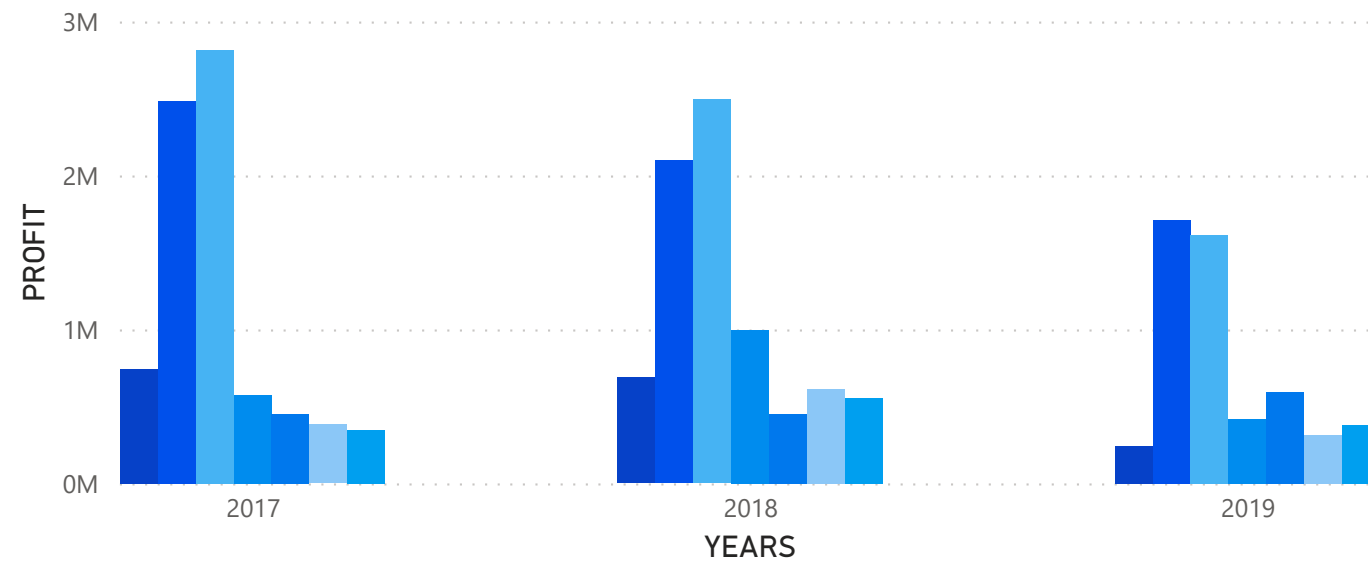


QUANTITY by YEARS



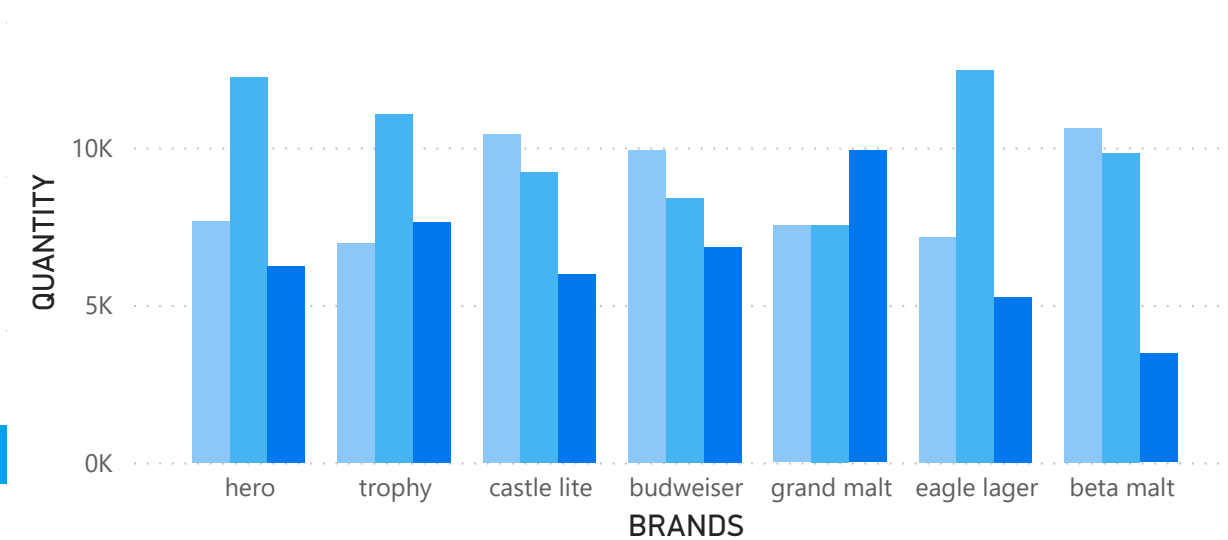
Brand yearly profit

**BRANDS** ● beta malt ● budweiser ● castle lite ● eagle lager ● grand malt ● hero ● trophy



Quantity sold by brands over the years

**YEARS** ● 2017 ● 2018 ● 2019



# Togo

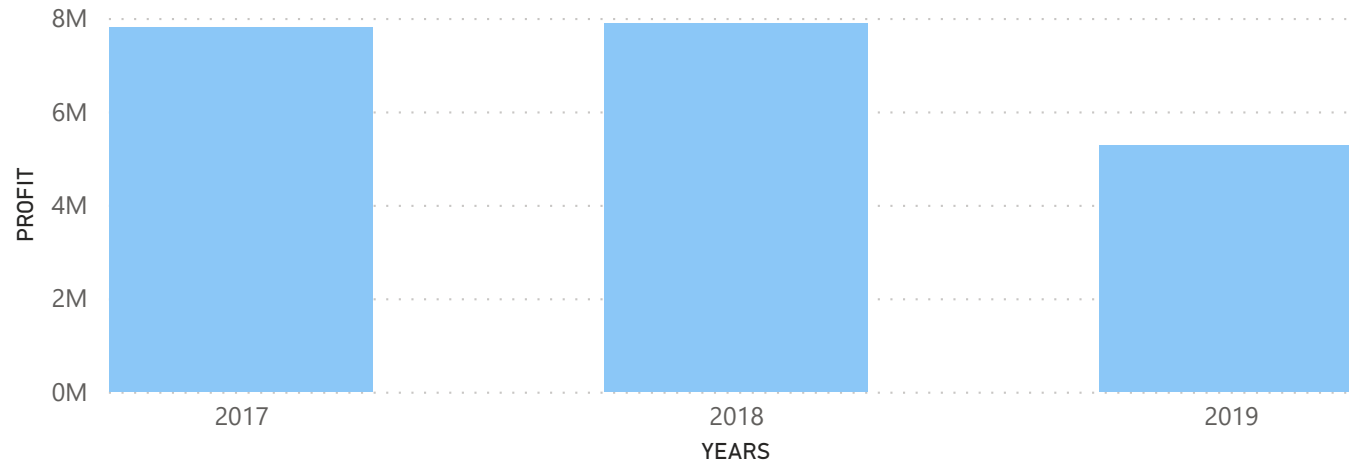
21M

PROFIT

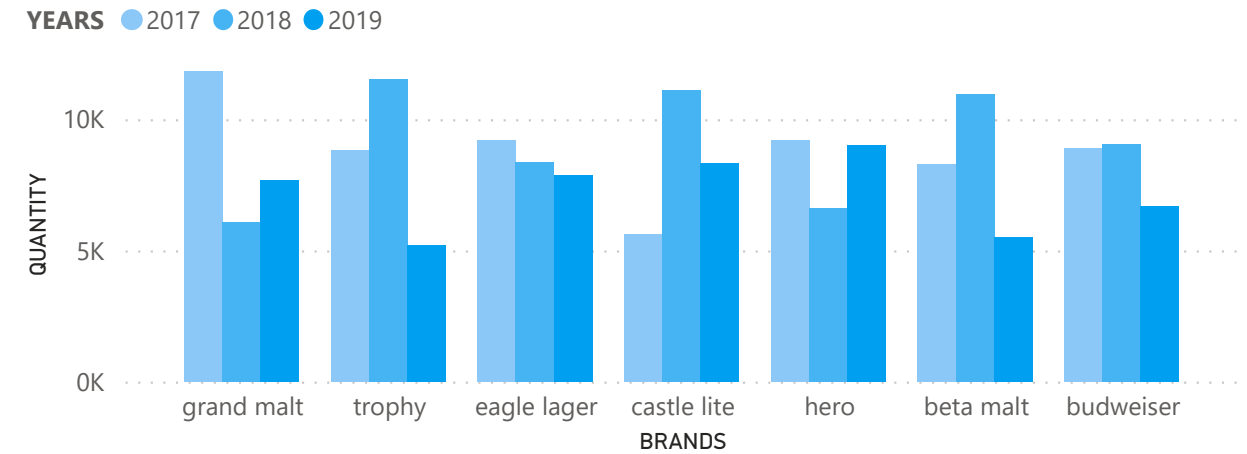
176K

QUANTITY

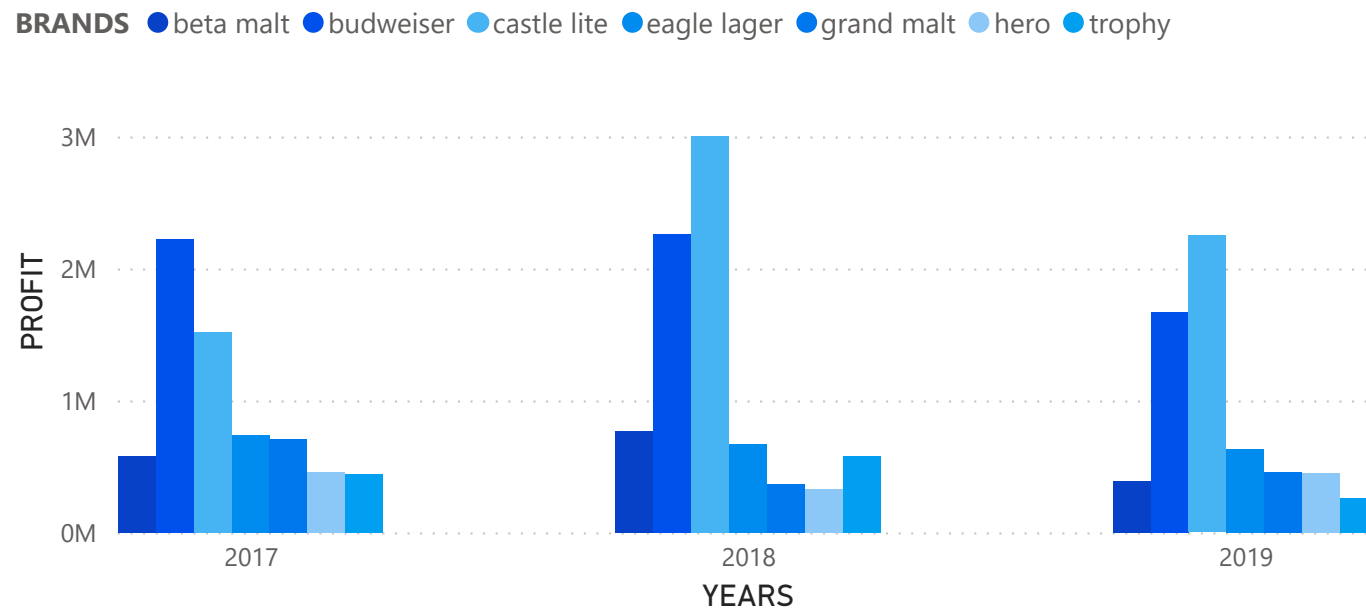
## PROFIT by YEARS



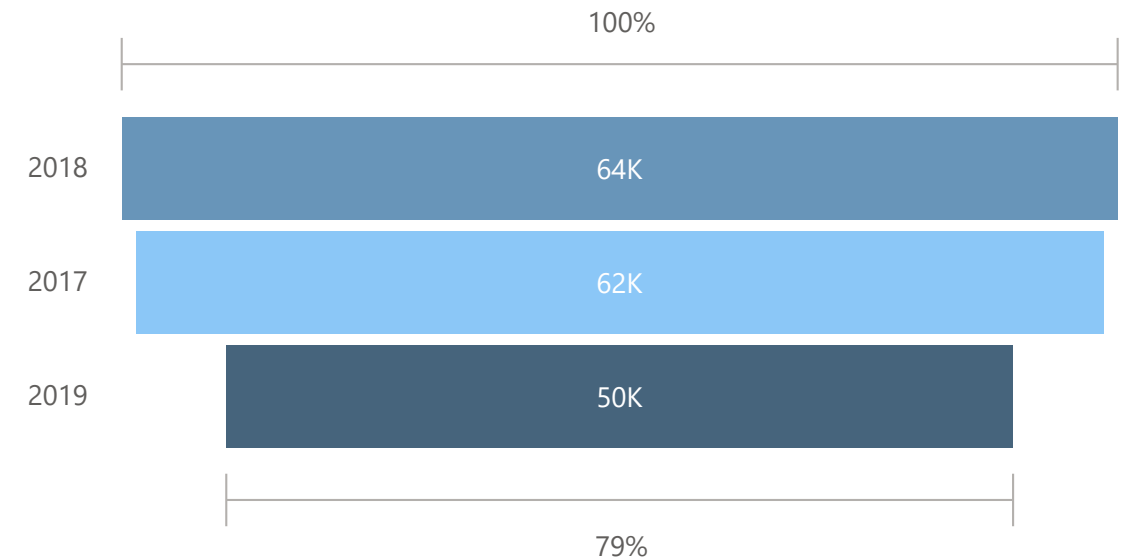
## QUANTITY by BRANDS and YEARS



## Profit generated yearly by brand



## QUANTITY by YEARS





# PROFIT by SALES\_REP

