



ELEVATE YOUR STATIONERY

Sales Report

FOR AOC STATIONERY
2013 – 2014

8TH DECEMBER 2023

CONTENTS

1

Executive summary

2

Key Findings

3

Recommendations

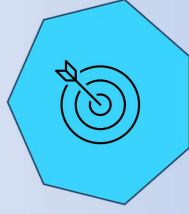




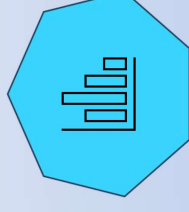
AOC

ELEVATE YOUR STATIONERY

EXECUTIVE SUMMARY



The report aims to provide a comprehensive analysis of AOC's financial performance, product dynamics, and regional insights between 2013 and 2014. It seeks to examine sales trends, conduct a year-on-year performance assessment, identify key drivers and underperforming products, analyze tax implications across various product lines, states, and segments, and ultimately offer strategic recommendations based on these findings.

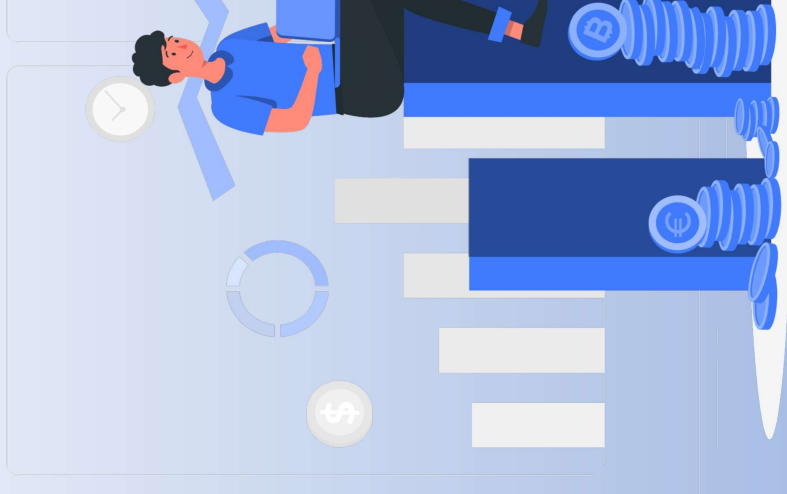


The analysis was achieved using Microsoft power business intelligence

KEY FINDINGS

1. In Q4, the standout performers driving performance were Biro and A4 papers, significantly contributing to our success during this period. Conversely, Staplers showed the weakest performance, suggesting a potential consideration for discontinuation to streamline our product portfolio.
2. Furthermore, our highest overall tax payments were notably associated with Biros.
3. The highest tax paid per product across states and segments can be found below;

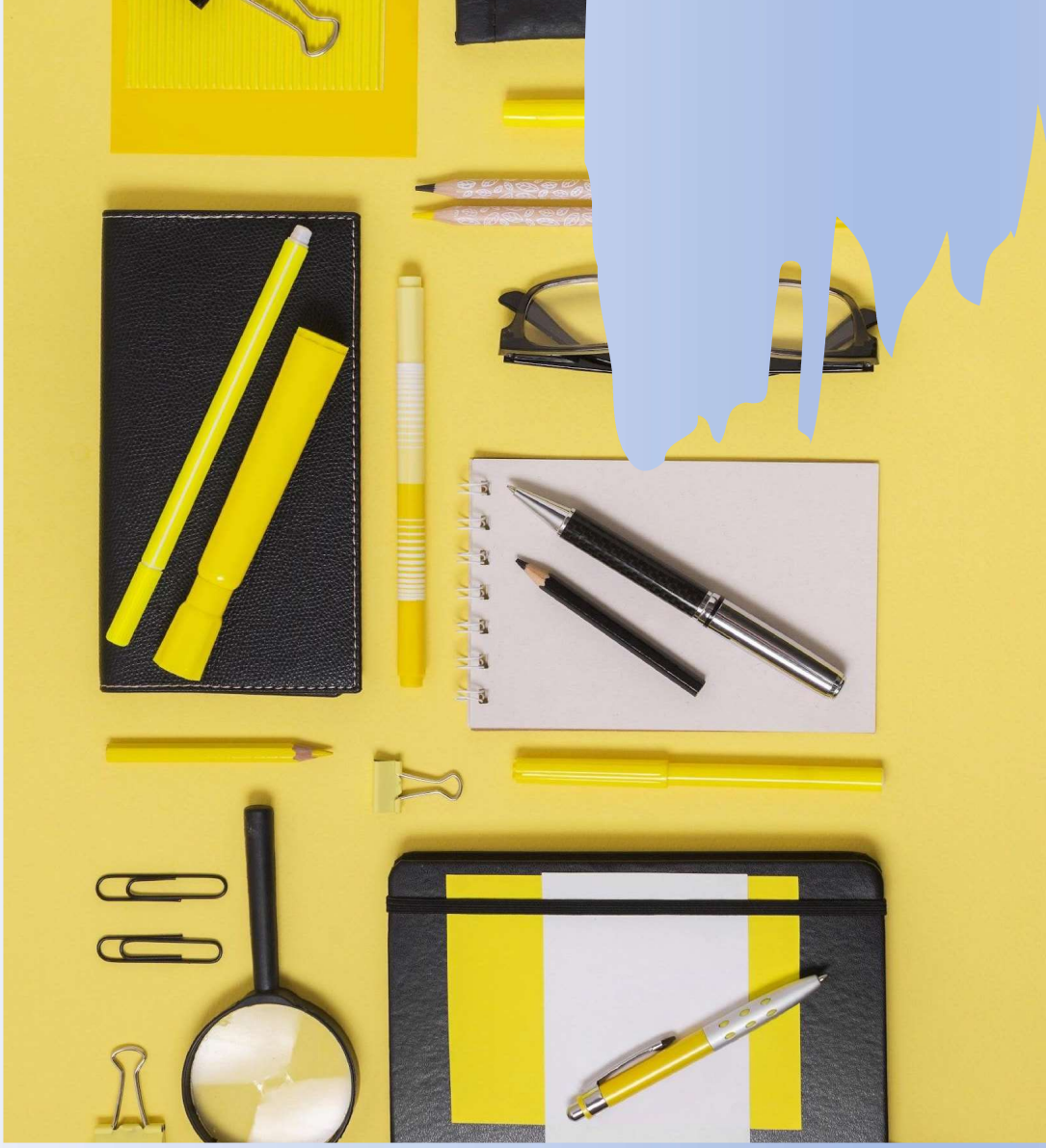
States	Products	Segments	Product
Lagos	Biro	Channel partners	A4 Paper
Ogun	Biro	Enterprise	Biro
Ondo	Biro	Gorvenment	Biro
Osun	Biro	Midmarket	Biro
Oyo	Biro	Small Business	Biro



STRATEGIES AND RECOMMENDATIONS

- **Product Focus:** Considering the strong performance of Biro's, it is recommended to further capitalize on this product's success by potentially enhancing marketing efforts or exploring opportunities for product line expansion or innovation.
- **New B2B Segments:** exploring new B2B segments, like schools and corporate offices presents an excellent opportunity for business expansion. They often require a variety of supplies ranging from stationery to larger equipment, presenting a potentially lucrative market for office supply businesses.





THANK YOU