



SALES DASHBOARD FOR WEST AFRICA 2022

Figures are in Millions of USD

SALES

\$2,600



■ 1 ■ 2

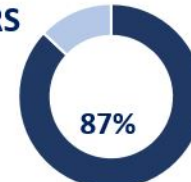
PROFIT

\$890



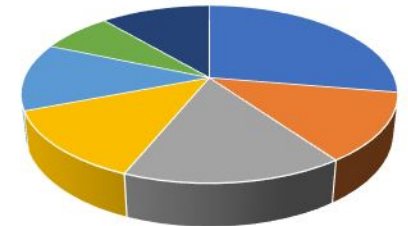
OF CUSTOMERS

87.0



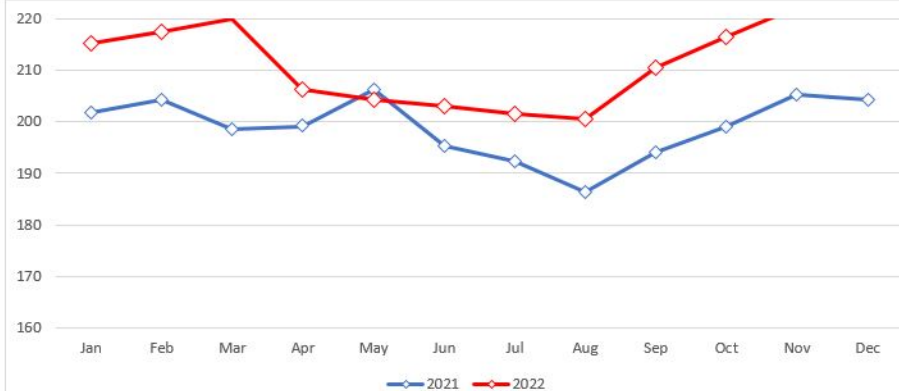
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SALES BY COUNTRY 2022

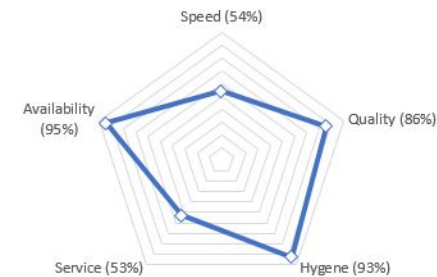


■ Nigeria ■ Ghana ■ Liberia ■ Gambia
■ Kenya ■ Uganda ■ Cameroun

2021 - 2022 SALES TRENDS IN MILLIONS



CUSTOMERS SATISFACTION





KPIs

Sales (M)	Amount
Actual	\$ 2,600
Target	\$ 3,000
% Complete	87%
Remainder	13%

Profit	Amount
Actual	\$ 890
Target	\$ 1,000
% Complete	89%
Remainder	11%

Customers	Amount
Actual	87.0
Target	100.0
% Complete	87%
Remainder	13%

Sales

Figures in \$M	2021	2022
Jan	201.9	215.3
Feb	204.2	217.6
Mar	198.6	220.1
Apr	199.2	206.4
May	206.4	204.3
Jun	195.3	203
Jul	192.4	201.5
Aug	186.3	200.6
Sep	194.2	210.6
Oct	199	216.4
Nov	205.2	222.3
Dec	204.3	225.8

Sales by count	Figures in \$M
Nigeria	953.3
Ghana	432.4
Liberia	553.2
Gambia	445.1
Kenya	425.1
Uganda	253.6
Cameroun	387.5

Customer Satisfaction

Customer Satisfac	Score
Speed (54%)	54%
Quality (86%)	86%
Hygiene (93%)	93%
Service (53%)	53%
Availability (9	95%



Country	General Manager	Email
Nigeria	Maxwel Olumide	m.olumide@hp.com
Ghana	Kwame Kwesi	k.kwesi@hp.com
Liberia	Mike Kinta	m.kinta@hp.com
Gambia	Jameh James	j.james@hp.com
Kenya	Lynda Mill	l.mill@hp.com
Uganda	Alvaro Sanchez	a.sanchez@hp.com
Cameroun	Angel Garcia	a.garcia@hp.com