



**NEXTAP**

# Ad-hoc Insights : Consumer Goods





# AGENDA

**WHY**

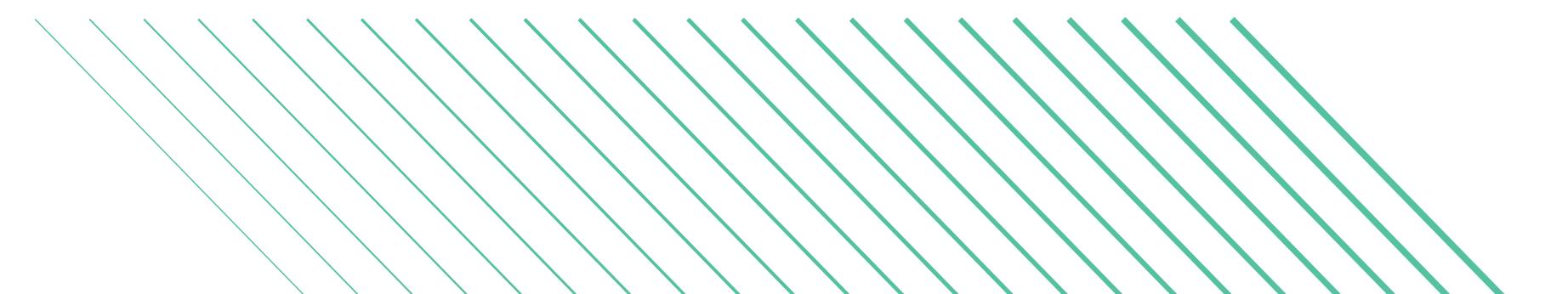
**Objectives**

**WHAT**

**Overview & Vision**

**HOW**

**Pathway to Ascend**



**WHY?**

# Objectives

- **NextAP is one of the leading computer hardware producers in India with customers from across the globe.**
- **Provide an in-depth analysis of the consumer goods domain**
- **Inform strategic decision-making for NextAP based on data-driven insights.**
- **Identify growth opportunities and challenges in the consumer goods market**

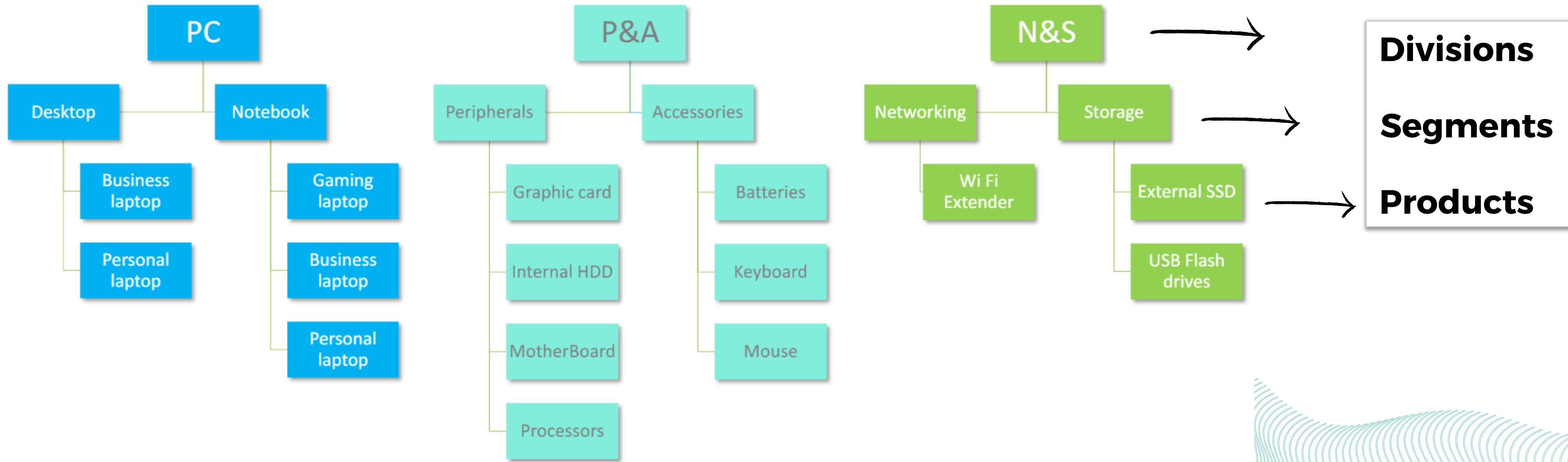


# WHAT?

# Overview & Vision



## Key products and divisions



# Market Expansion

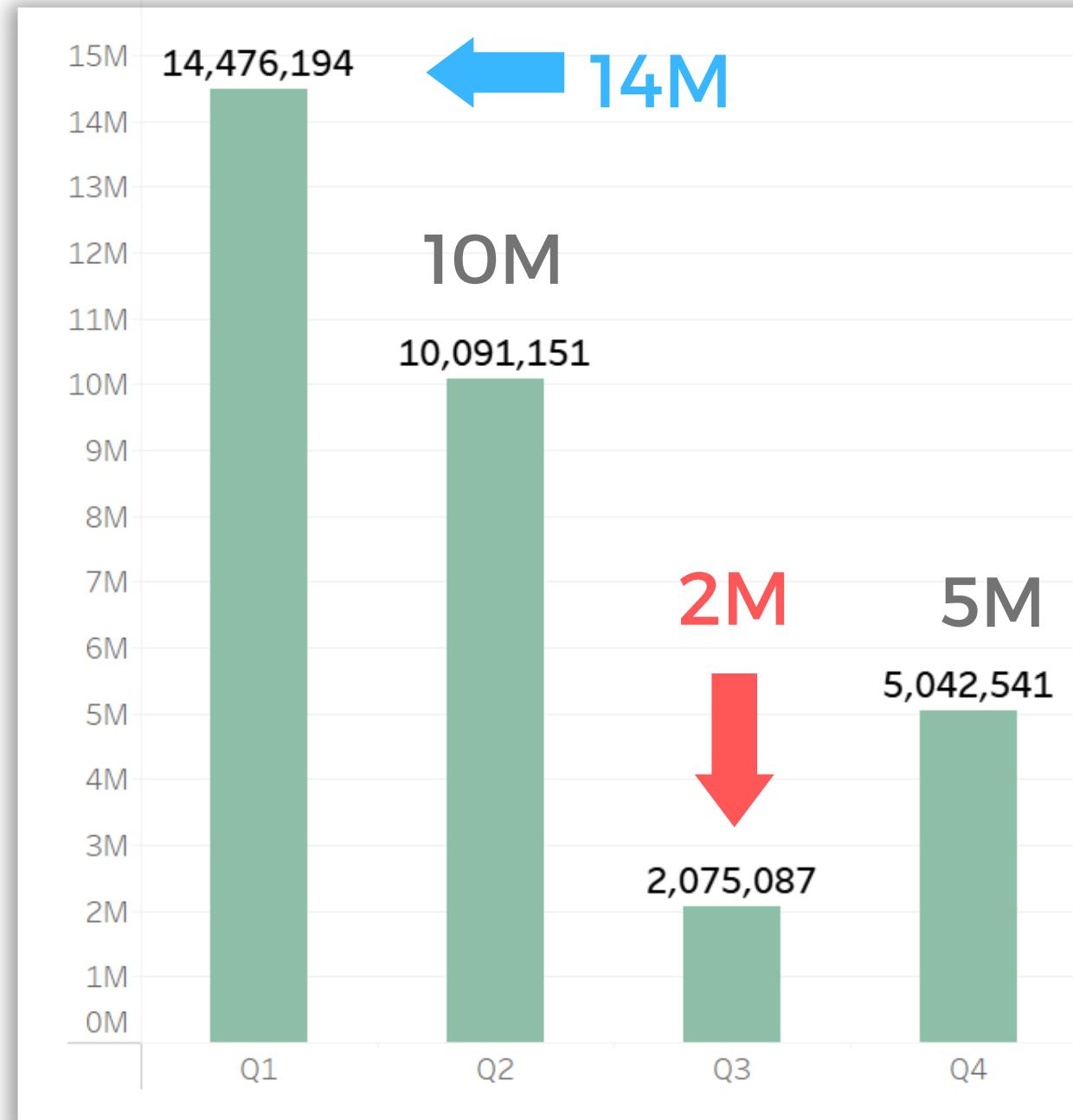
**NextAP has established a strong presence both domestically and internationally.**

- **Asia Pacific (APAC): India, Southeast Asia, Australia, etc.**
- **Europe (EU): European markets.**
- **North America (NA): United States and Canada.**
- **Latin America (LATAM): emerging markets in Latin America.**



## Sales Trend (FY 19-20)

### By Quantity



**Q1 saw maximum sales by quantity, pre COVID-19**

**Q3 saw a decrease to 2.1 million due to COVID-19**

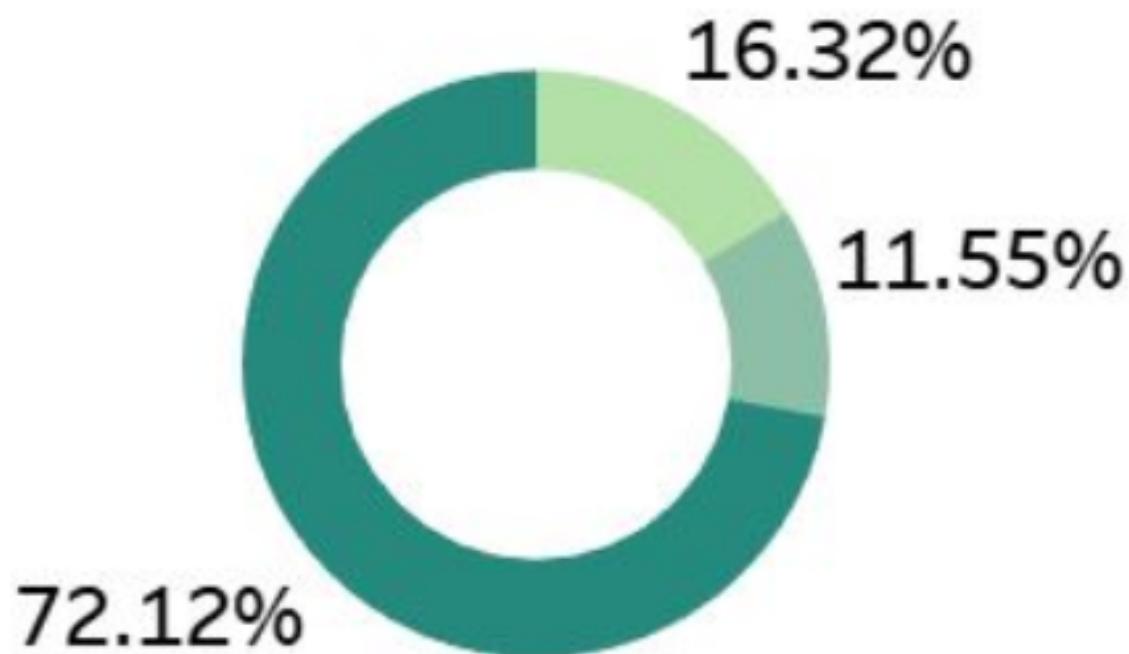
**Q4 saw a gradual increase in sales despite of continuance of pandemic.**

**Desktops and Notebooks contributed maximum as academics resumed online.**

# Channel-wise Gross Sales

## By Revenue

Maximum : Retailer  
Least : Distributor

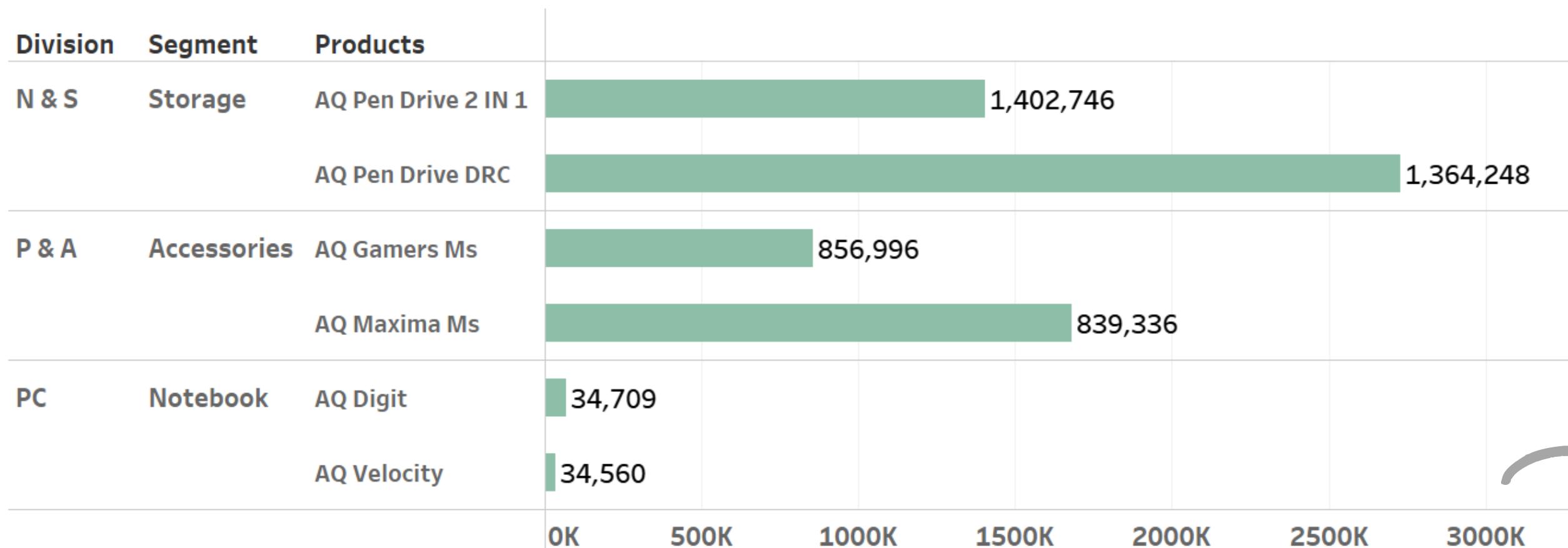


Channel

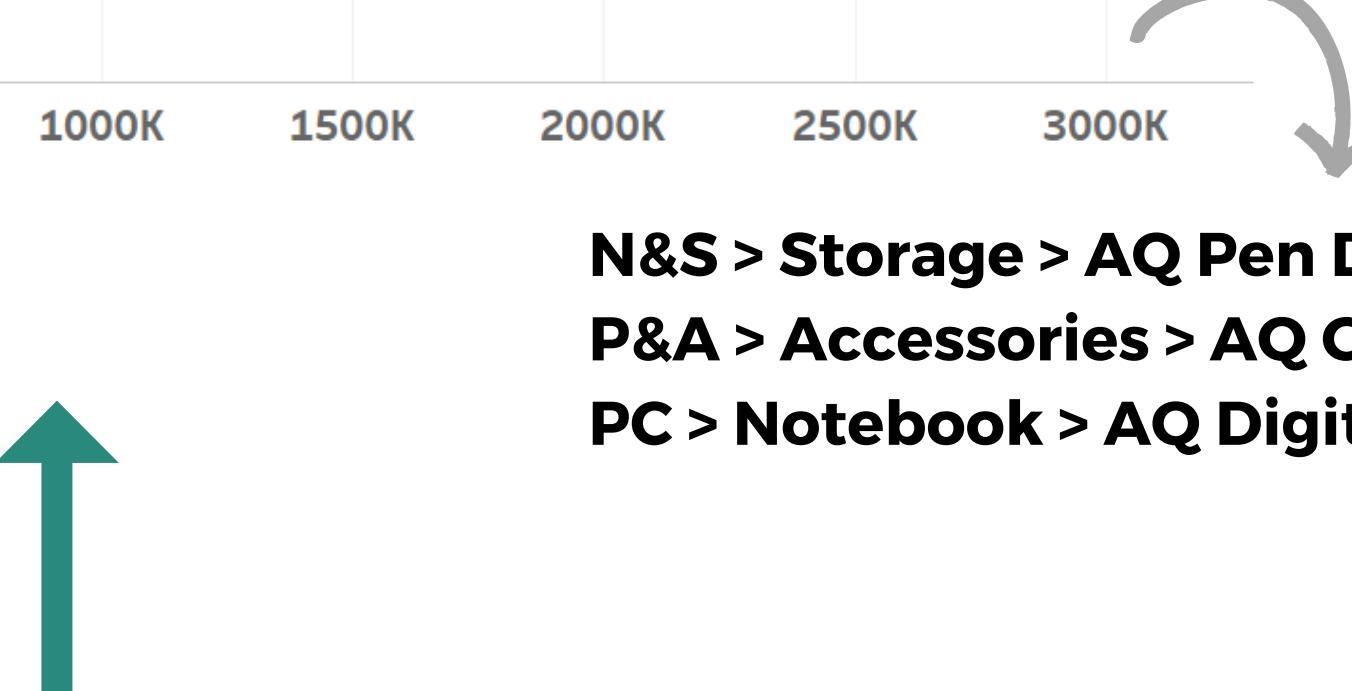
- Direct
- Distributor
- Retailer

- Retailer contributed over **\$10.7M**
- Direct contributed over **\$2.6M**
- Distributor contributed over **\$1.7M**

# Top Products & Customers



Customer	2019	2020
Amazon	1,390,398	5,285,934
Atliq e Store	881,197	3,331,694
Atliq Exclusive	852,209	2,458,440
Flipkart	299,318	1,250,804
Sage	424,729	1,005,237



**N&S > Storage > AQ Pen Drive 2 In 1 > 1402K sales**  
**P&A > Accessories > AQ Gamers Ms > 856K sales**  
**PC > Notebook > AQ Digit > 34K sales**

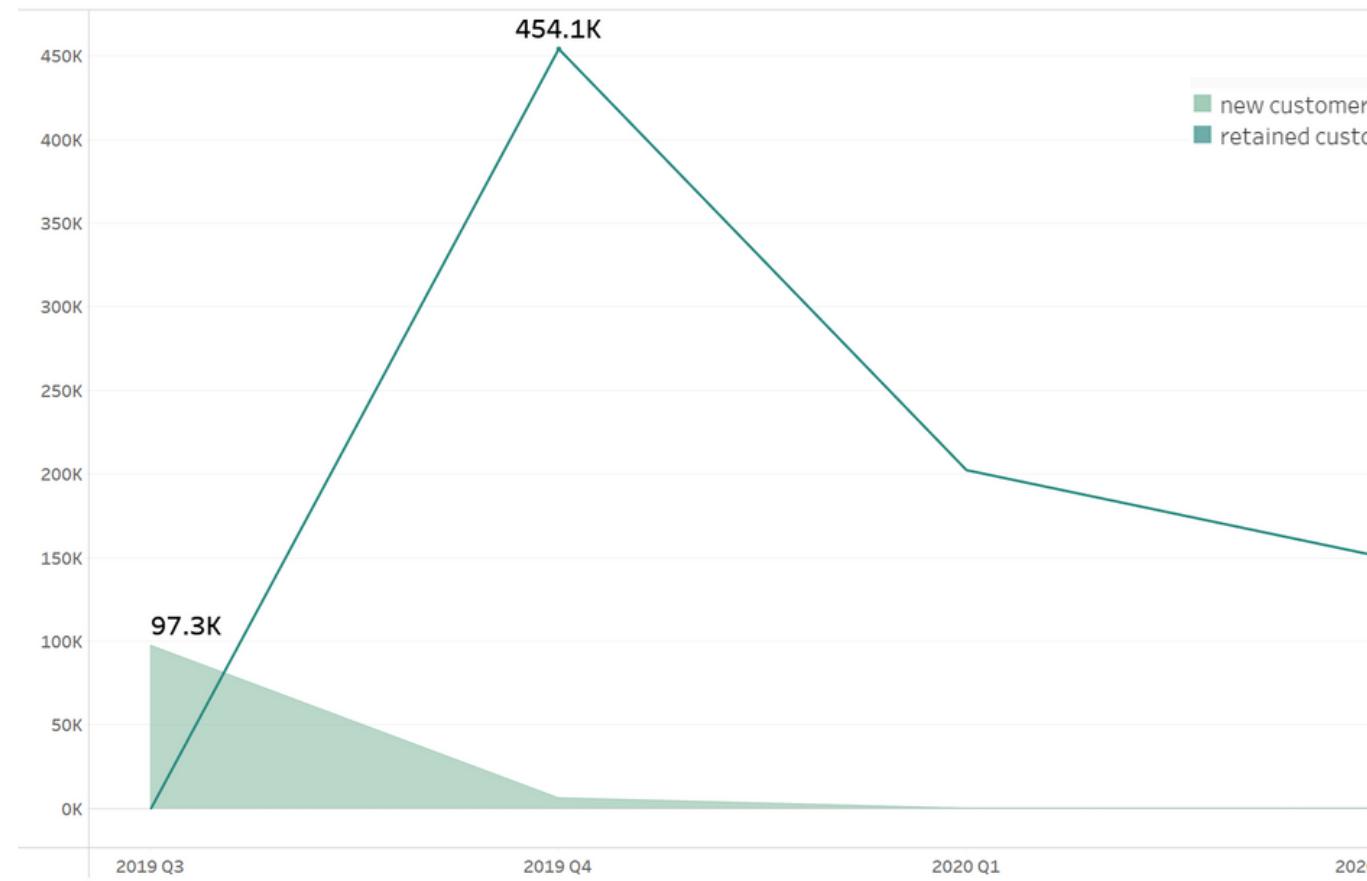
**Amazon secured a top position with total 7M sales.**

Note : Figures shown here are irrespective of the market, total sales throughout.

# HOW?

# Pathway to Ascend

## Customer Loyalty



**At peak:**

**New Customers: 97K (Sep '19)**

**Retained Customers: 454K (Nov '19)**

**New customers decreased after Nov '19,  
Retained customers showed fluctuations.**

- Strengthen customer onboarding experience to increase new customer engagement and satisfaction.
- Develop personalized retention offers and loyalty rewards to foster consistent customer loyalty and minimize fluctuations

# Innovation

## New Products in 2021 (count):

**Accessories : 34**

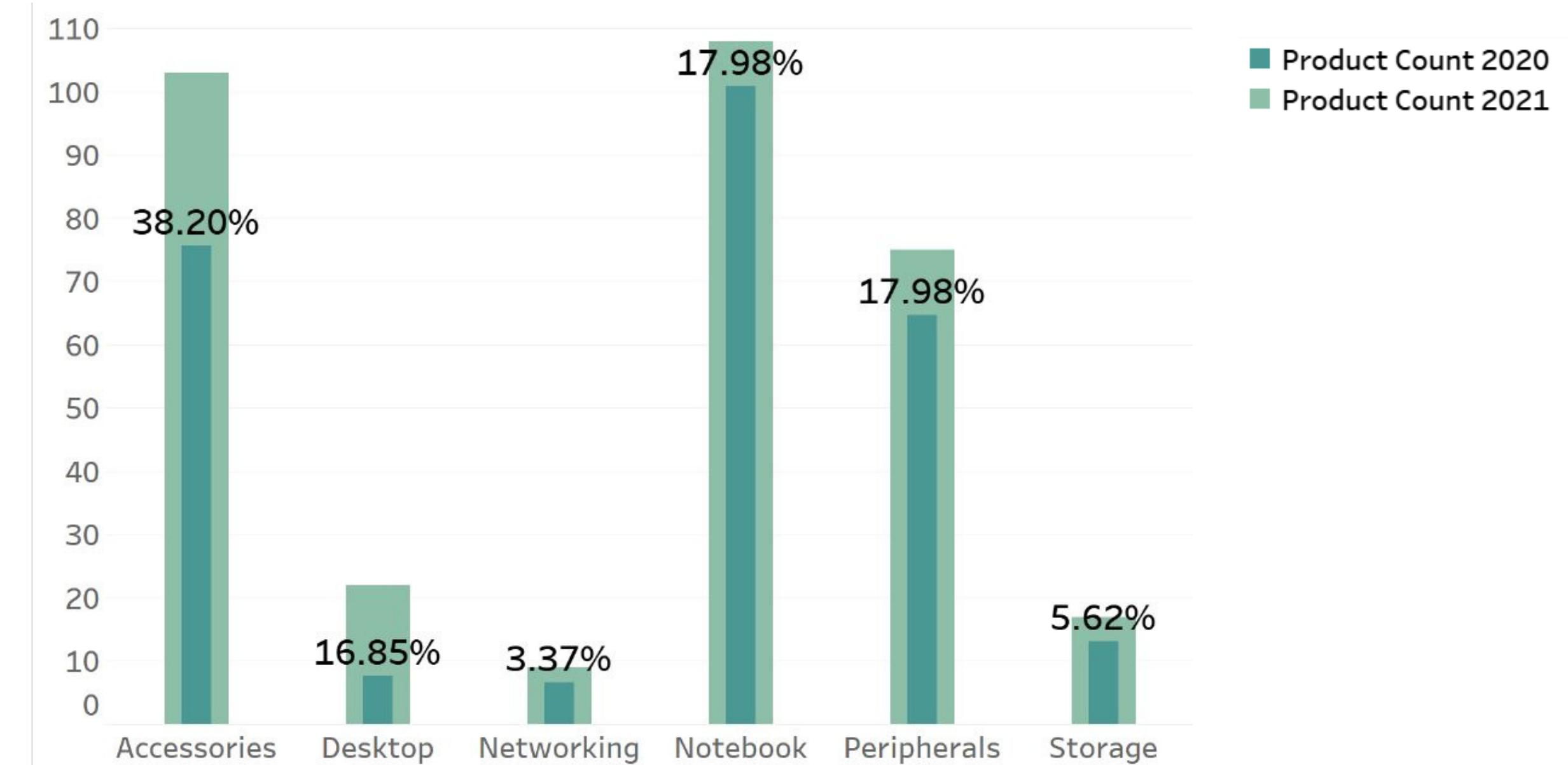
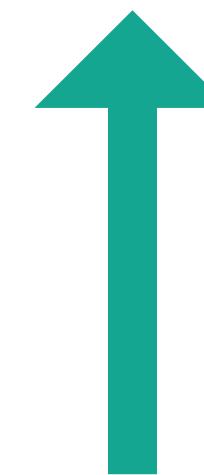
**Notebook : 16**

**Peripherals ; 16**

**Desktop : 15**

**Storage : 5**

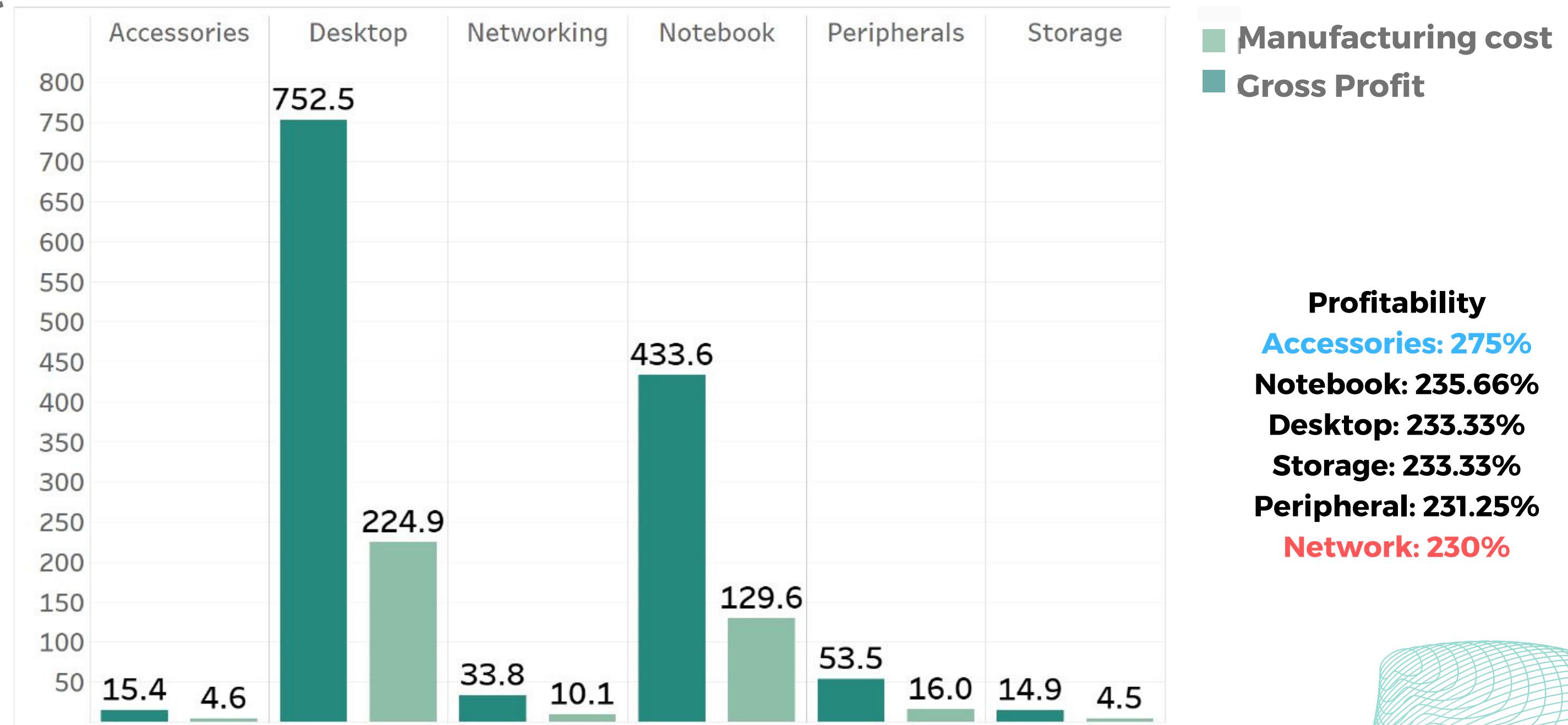
**Networking : 3**



- Innovation drives NextAP's success.
- The success of the **Accessories** segment can be analyzed, and learnings can be applied to foster innovation across the organization in feasible aspects.

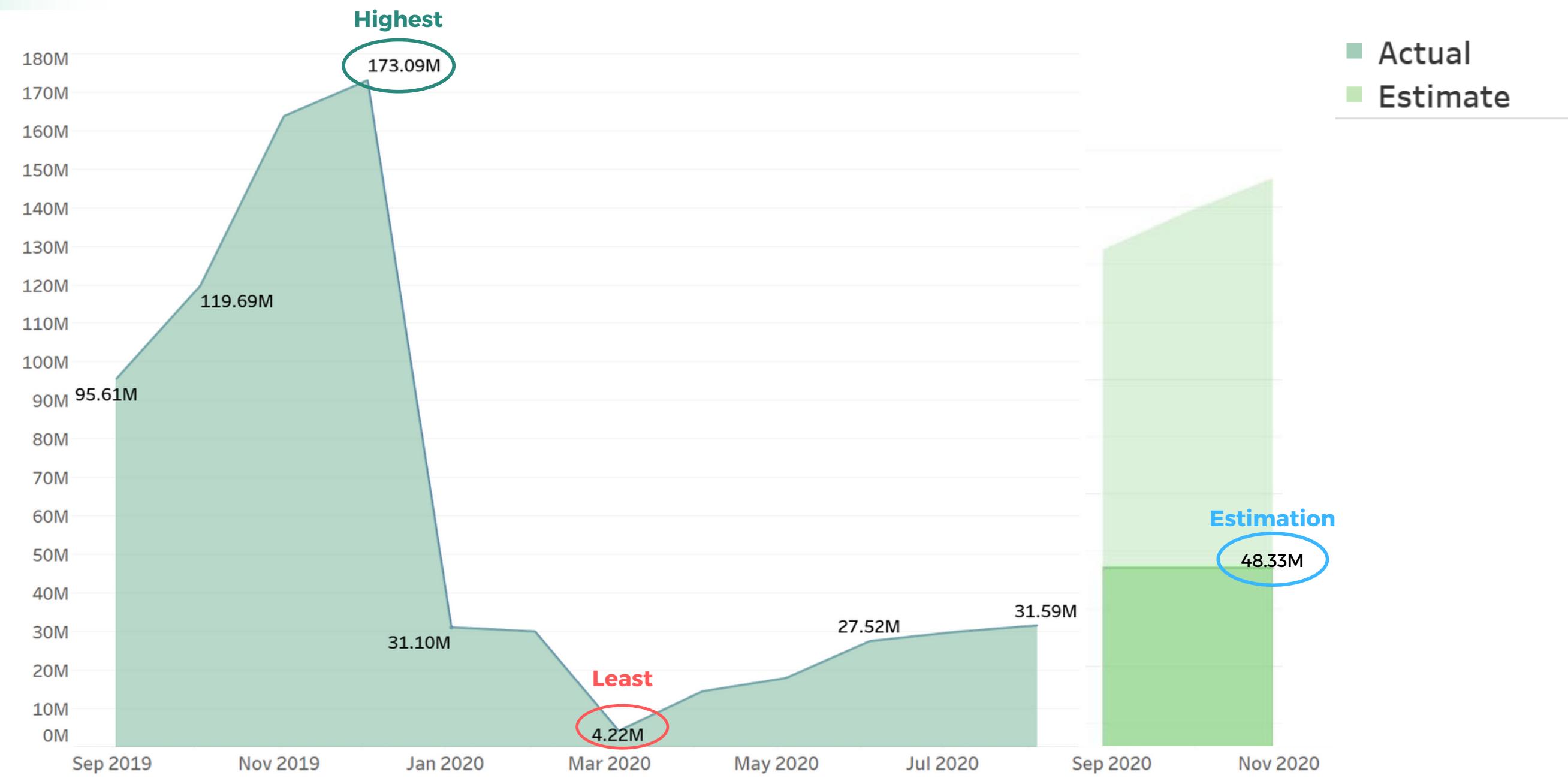
# Gross Profit Margin

## By Segment



- Strengthen Accessories Product Line : Innovate and Enhance Features.
- Optimize Storage Products for Higher Profitability : Market Differentiation.

# Sales Revenue and Estimation (FY 19-20)



- December 2020 recorded highest sales revenue around \$173M and March 2020, the lowest.
- We anticipate a steady recovery and project a forecasted revenue of around \$48.33M from September to November 2020.
- Our agile strategies ensure we adapt and capitalize on changing market dynamics for success.

# Summing It Up

- NextAP has established strong presence in APAC, EU, NA, and LATAM markets in 2021.
- Sales peaked at 173M in Dec '19, estimated 48.33M (Sep'20 - Nov'20).
- Amazon is the top performer with 7M total sales, highlighting the significant contribution of Retailers to the highest gross sales.
- Introduced 102 new products, Accessories and Peripherals leading the revenue.
- Focusing more on customer loyalty and retention.
- Explore e-commerce partnerships for online sales to sustain our growth in the dynamic hardware market.