**Western Europe (Belgium, Germany, Netherlands)**

**2024 Performance Analysis**

* **Total Sales: €407,990.9k (Q3 peak: +12% vs Q1).**
* **Total Costs: €226,053.9k (Volatility in spare parts and personnel costs).**
* **Net Margin: 44.6% (Potential for centralization gains).**

**2025 Targets**

* **Sales Growth: €428,390.4k.**
* **Cost Control: €230,575.0k.**
* **Net Margin: 46% (+1.4 point).**

**Operational Recommendations**

1. **Off-Peak Promotions (Jan-Jun) targeting local residents.  
   *Key Indicator*: Commercial Revenues (+8%).**
2. **Centralized Spare Parts Purchasing hub operational by March.  
   *Key Indicator*: Sales-Related Costs (-4%).**