

# Company's Performance

FY2004 vs FY2003

FY2003

FY2004



Total Sales ⓘ

▲\$52.8M

+56.6% | +\$19.1M

sales growth vs previous year

Total Product Cost

▲\$21.9M

+72.5% | +\$9.2M

cost growth vs previous year

Gross Profit

▲\$30.9M

+58.5%

gross profit margin

New Customers

82.6%

17.4%

retention rate



31.2%

Online Sales %

68.8%

Offline Sales %

Price ⓘ

TOP Salesreason

## Performance Analysis

- Sales growth:** In FY2004 we experienced a robust sales increase of **56.6%** over FY2003
- Cost of Goods Sold (COGS):** growth of sales led to a **72.5%** rise in products costs compared to previous FY.
- Gross profit margin:** remained strong, at **58,5%** in FY2004.
- Seasonality trends:** clearly visible, peaks of sales during warm season and holiday

## Factors Influencing Sales Dynamics

- Product Launch Impact:** the company's new product launch is scheduled for **July 1st**. A comparison of the start of FY2002 and FY2003 reveals an increase in new product launches from **85 to 136**, respectively. This expansion of our inventory, particularly with new bicycles and components, has been instrumental in boosting both offline and online sales.

## Strategic Recommendations

- Product Monitoring:** keep a close look to top-selling products, ensuring a dynamic and regularly updated product range.
- Seasonal Diversification:** to mitigate the impact of **seasonality**, consider to **expand our product line** by including items tailored for the winter season.
- Pricing and Promotions:** uphold a **competitive pricing structure** while offering ongoing **promotions and discounts** to attract and retain customers, both Online and Offline.
- Customer Feedback Integration:** while online sales provide substantial customer feedback, implementing a systematic collection of feedback through our **sales team** could offer



# Sales Performance



Fiscal Year

Multiple selections

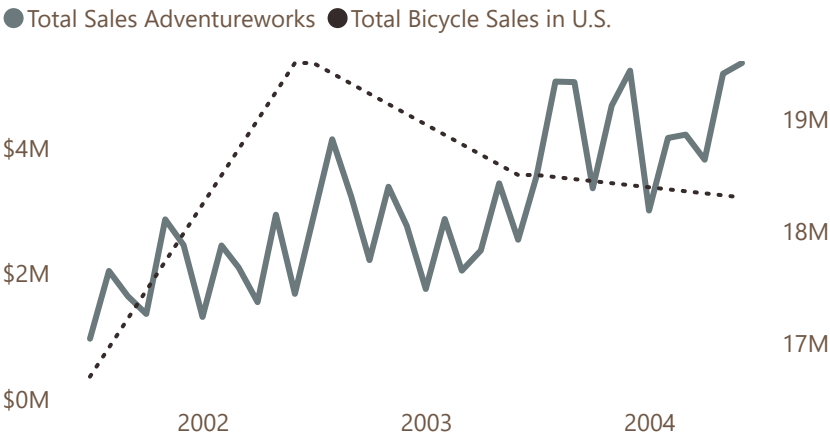
Offline/Onli...

All

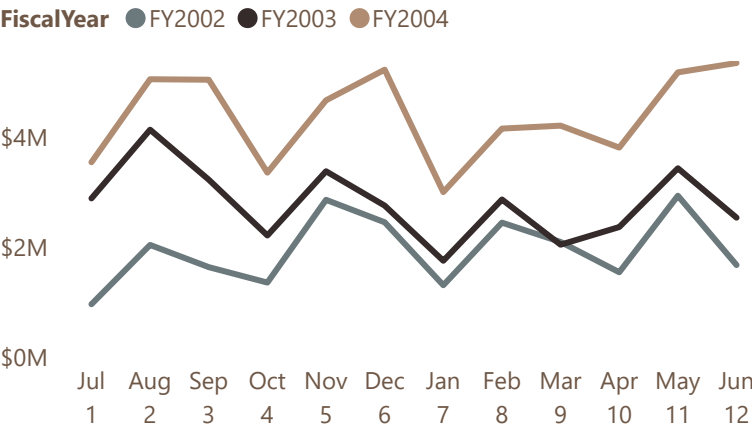
Group

Multiple selections

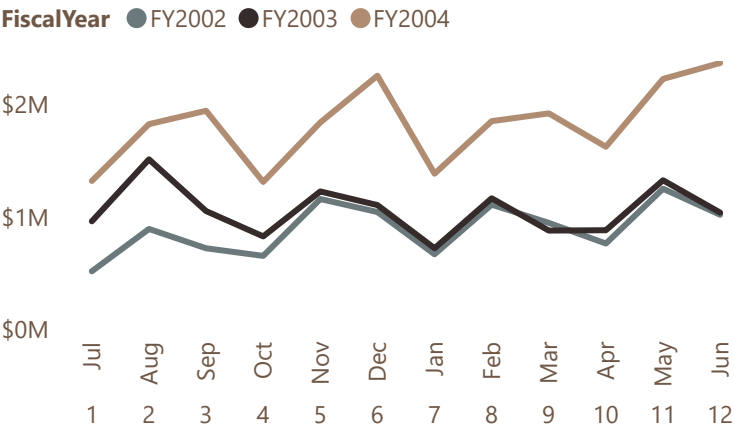
Total Monthly Sales



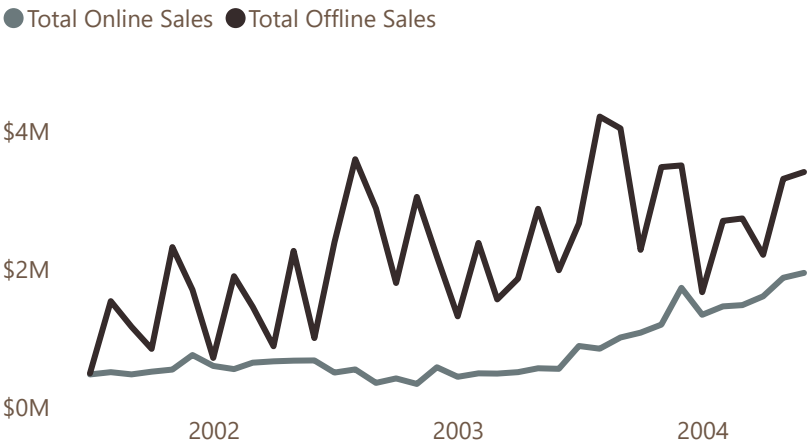
Total Sales YoY by Month



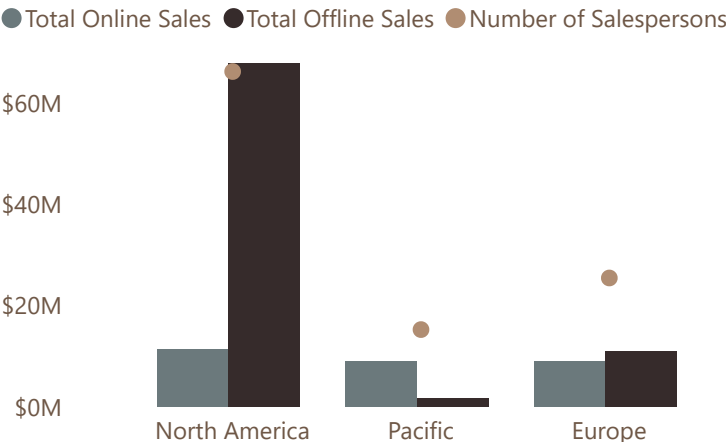
Total Cost YoY by Month



Offline & Online Sales



Online & Offline Sales by Group



Group	Total Sales	% Total Sales
North America	\$79,323,073	72.25%
Europe	\$19,826,366	18.06%
Pacific	\$10,646,102	9.70%
Total	\$109,795,541	100.00%

## Sales Performance by Region

- North America Dominance:** The **North America region** (encompassing the USA and Canada) leads in sales, both through online and offline channels.
- Online Sales:** The **Pacific region** is noteworthy for



# Sales Reasons & Special offers

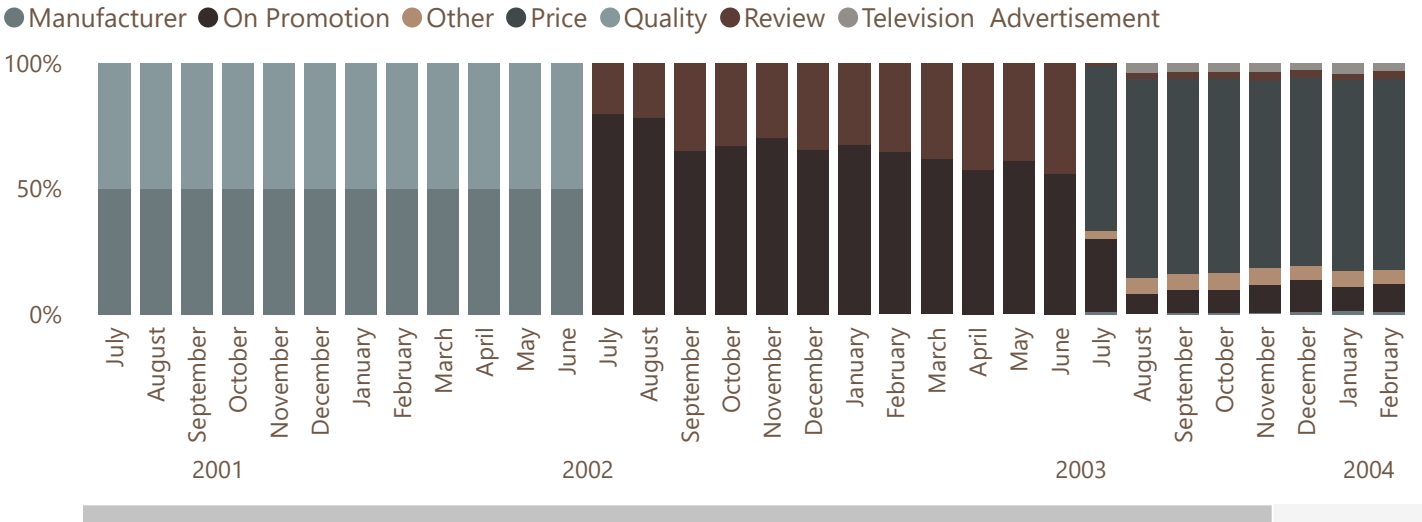
Fiscal Year

Multiple selections

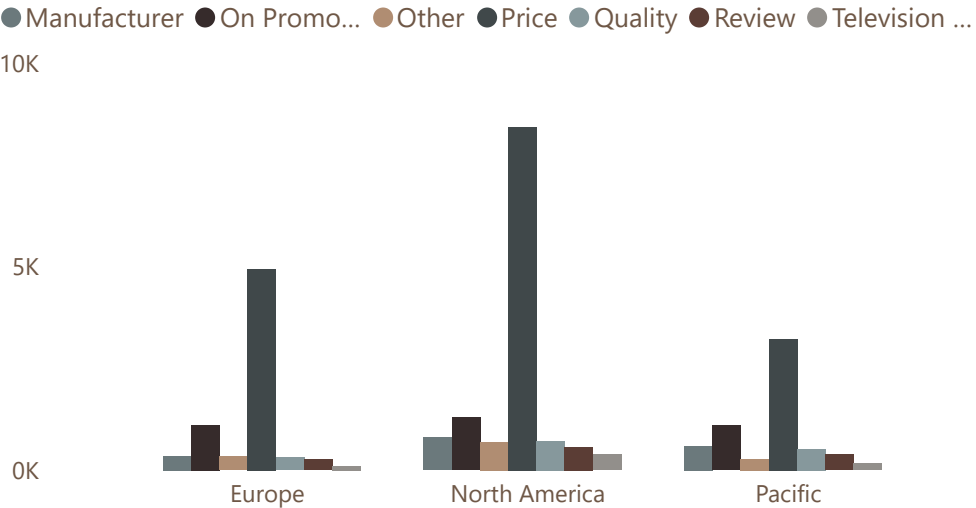
Group

Multiple selections

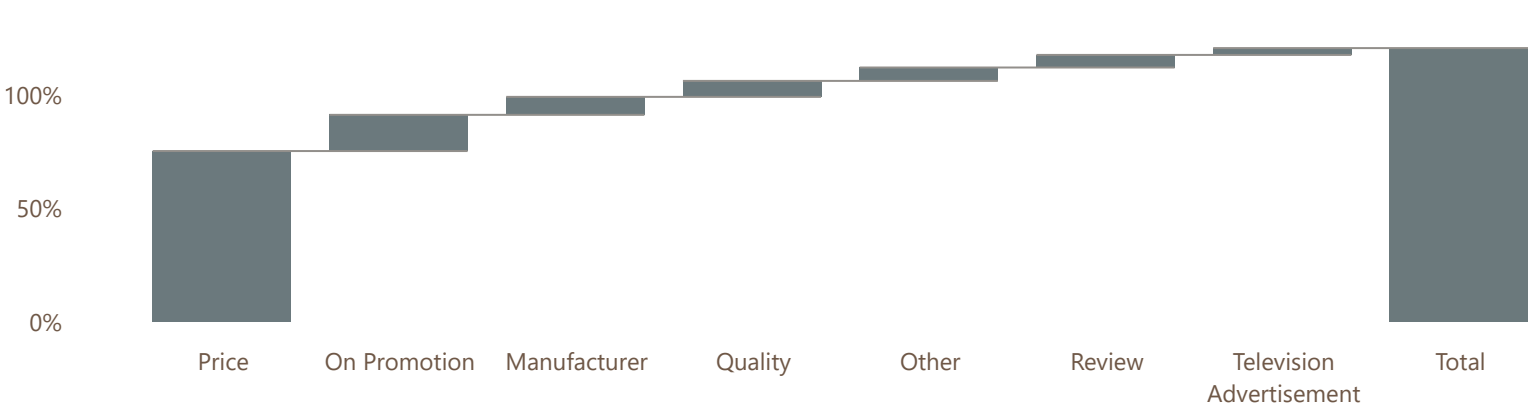
% of Total Online Orders by Salesreasons



Total Online Orders in Groups by Salesreasons



% of Online Orders by Salesreasons



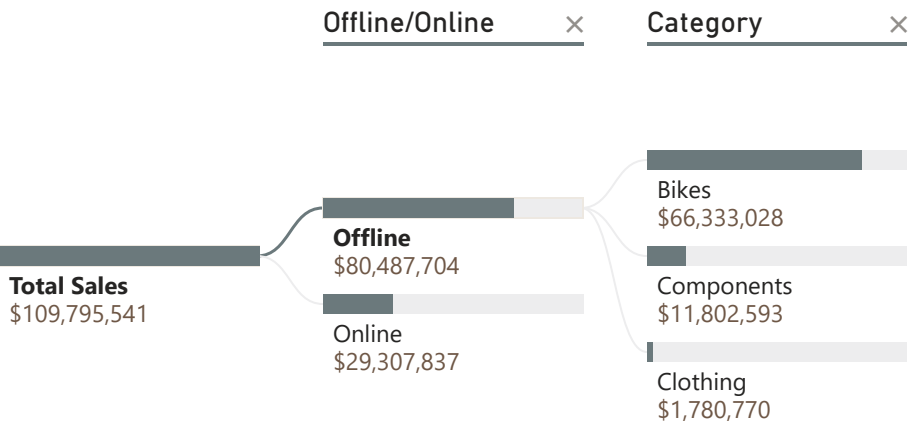
% of Total Sales by Special Offers

Special Offer	% of Total Sales
No Discount	93.19%
Volume Discount	5.52%
New Product	0.97%
Discontinued Product	0.25%
Excess Inventory	0.05%
Seasonal Discount	0.02%
<b>Total</b>	<b>100.00%</b>

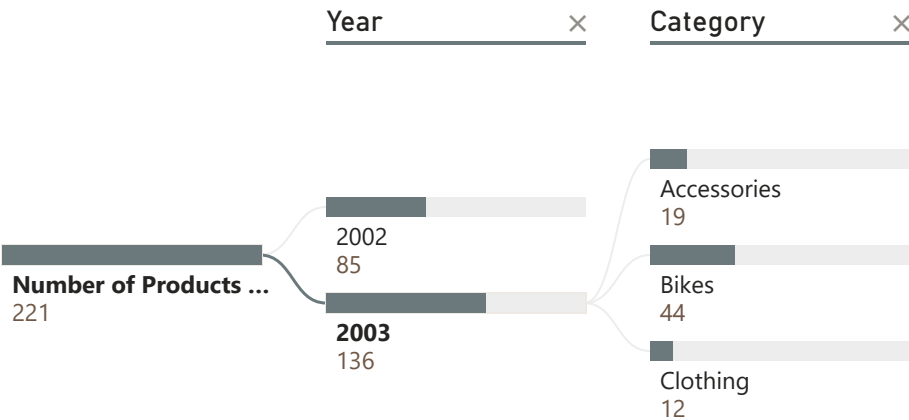


# The Split of Total Sales and Number of Orders by Channels and Categories

Total Sales through Online & Offline channels and Product Categories



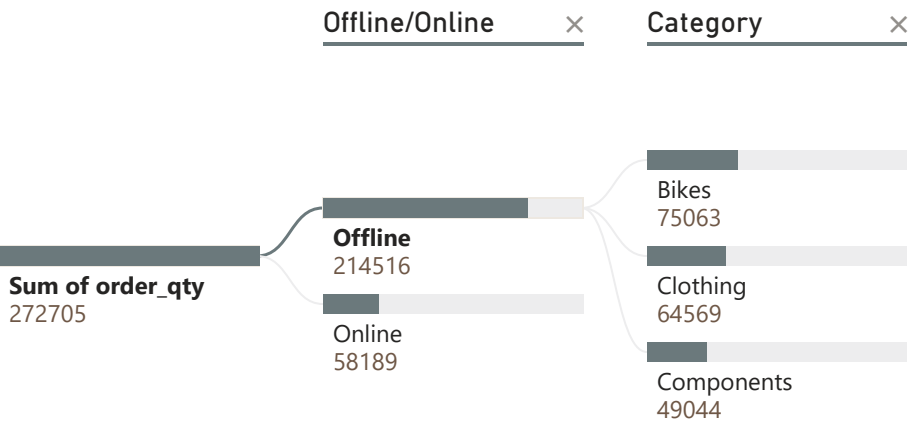
New Products by Categories



Product Launch

Year	New Products
2002	85
2003	136

Number of Products Sold through Online & Offline channels and Product Categories



Analysis of Sales Channels and Product Categories

- Sales Channel Distribution:** the **offline channel** dominates, accounting for the majority of sales, with **bicycles** contributing to more than a half of total sales.
- Product Category Breakdown:** when examining the product quantities sold, the offline channel predominantly sells **bicycles, clothes and components**, whereas the online channel is the main vendor for **accessories**.
- E-Commerce Strategy:** Currently, our website does not list components for sale. Given the substantial interest among the **do-it-yourself (DIY)** community, introducing components to our online offerings could potentially tap into this customer segment and drive additional sales.
- Product Diversification:** We have diversified our product portfolio for offline and online customers. This diversification allows us to cater to a wide range of customer needs and preferences.
- New Product Growth:** There has been a significant increase in the number of products launched across all categories from