

The graphic features a large, solid maroon circle in the center. Inside this circle, the words "SALES REPORT" are written in a large, bold, white, sans-serif font. Below this, the word "for" is written in a smaller, white, cursive script font, followed by the year "2014" in a bold, white, sans-serif font. The background is a light cream color. There are several decorative elements: a small maroon circle to the left of the main circle, a small maroon circle to the top right, a light beige circle with a white outline to the bottom left, and a light beige circle with a white outline to the top right. A large, light beige curved shape is on the far left edge.

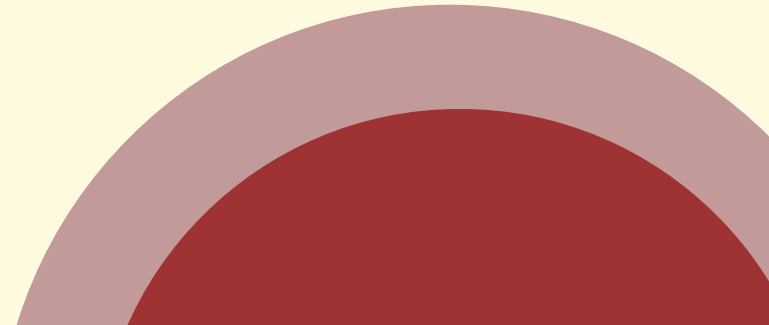
SALES REPORT

for
2014



PROBLEM STATEMENT

»»» **Low profit margin in the year 2014? Why.**





ACTION

»»» **Marketing and Pricing** systems
should be reviewed

EXPECTED OUTCOMES



In 2014, the profit margin reduced by 3% to that of the previous year regardless of increase in other KPIs.

By the end of this presentation, we will discover how to increase the profit margin and avoid future occurrence.



EXECUTIVE SUMMARY

- The factors responsible for profit margin performance
- How to increase performance from 11% to 20%.