



OVERVIEW

Welcome, Guest!

January 31, 2018 - December 31, 2019

Last updated: 3/18/2023



In 2019, The Coffee Company performed poorly across all metrics versus 2018.

SALES

\$401.06K

-4.20% vs. PY

GROSS PROFIT

\$222.10K

-7.19% vs PY

NET PROFIT

\$40.34K

-32.10% vs. PY

TOTAL INVENTORY

1,588K

-0.22% vs PY



Top Stores | by Region

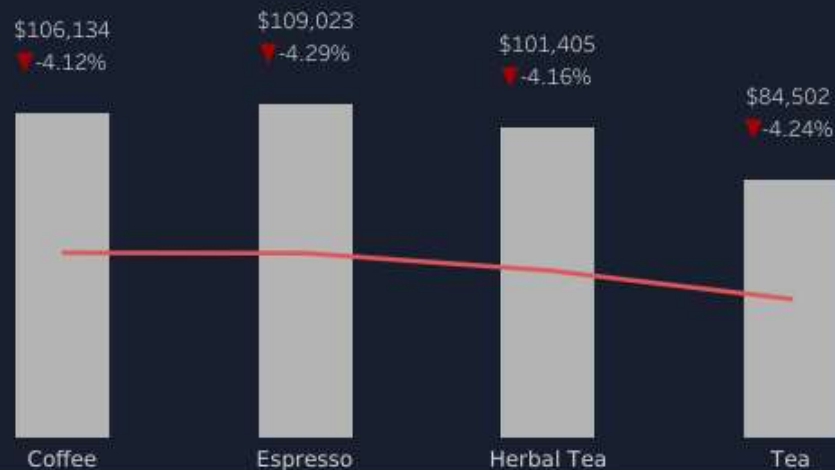
Atlantic	6200	
	598	
	6300	
Central	702	
	775	
	971	
North	4001	
	573	
	318	
Prairie	965	
	404	
	350	
West	690	
	670	
	685	



Sales | by Region

REGION	SALES	GROSS PROFIT	STORE COUNT
Atlantic	\$136,395	\$12,682	31
Central	\$97,079	\$9,892	18
North	\$30,659	\$271	15
Prairie	\$72,614	\$10,764	30
West	\$64,317	\$6,734	10

Sales | by Product Type



Top Products | by Region

Atlantic	Earl Grey	
	Darjeeling	
	Chamomile	
West	Colombian	
	Caffe Mocha	
	Decaf Espresso	
Central	Earl Grey	
	Darjeeling	
	Lemon	
Prairie	Colombian	
	Caffe Mocha	
	Decaf Espresso	
North	Colombian	
	Caffe Mocha	



PRODUCT PERFORMANCE

Last updated: 3/18/2023

Columbian was the most purchased product and it translated into more sales, higher net profit, and gross profit.

SALES	GROSS PROFIT	NET PROFIT	TOTAL INVENTORY
\$401.06K	\$222.10K	\$40.34K	1,588K
-4.20% vs. PY	-7.19% vs PY	-32.10% vs. PY	-0.22% vs PY



Top Products | by Sales



Top Products | by Net Profit



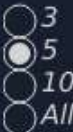
Top Products | by Gross Profit



Top Products | by Number of Stores

1	Colombian	95
2	Lemon	92
3	Caffe Mocha	90
4	Darjeeling	82
5	Decaf Espresso	75

Show





TOP 20 STORES

● Last updated: 3/18/2023

Store 6200 was the most profitable store in terms of net profit. Sales in 2019 grew by 10% versus the previous..

TOTAL NUMBER OF STORES

102

TOTAL QTY OF PRODUCTS SOLD

4248

REGION	STORE INFORMATION		SALES	SALES INDEX vs. PY	PROFIT	PRODUCTS SOLD
Atlantic	NS	6200	\$24,996	▲110.39%	\$3,620.00	189
West	BC	690	\$21,791	▲100.00%	\$2,299.00	62
West	BC	670	\$16,535	▲22.50%	\$1,826.00	145
Central	ON	702	\$14,970	▲1.09%	-\$1,062.00	120
West	BC	685	\$14,502	▲100.00%	\$1,581.00	46
Central	ON	775	\$14,458	▼-9.01%	-\$190.00	144
Prairie	ALB	965	\$14,265	▲775.69%	\$3,155.00	71
Atlantic	NB	598	\$13,982	▲598.05%	\$195.00	132
Atlantic	NS	6300	\$13,907	▲100.00%	\$2,251.00	66
West	BC	620	\$11,149	▲112.97%	\$1,053.00	52



Market Size

