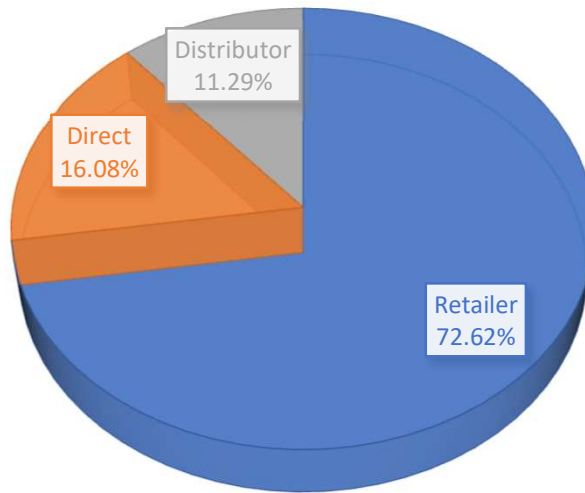




# Report 9

## Gross Sales Million by channel in FY 2021



## Insights

### 1. **Retailer Channel Leads:**

- 72.62% of total sales came from Retailers, contributing \$1,598.16 million.
- Retailers are the key revenue drivers, indicating the importance of retail partnerships.

### 2. **Direct Channel Potential:**

- Direct channel contributed 16.08% (\$353.96 million).
- Opportunity to expand direct sales through e-commerce and targeted marketing.

### 3. **Distributor Channel Contribution:**

- 11.29% of total sales from Distributors (\$248.47 million).
- Distributors help reach broader markets and represent growth potential.

### 4. **Focus on Retailer Relationships:**

- Strengthen retailer partnerships and optimize retail strategies to maintain dominant sales.

### 5. **Grow Direct Channel:**

- Explore more opportunities in the Direct channel, such as online platforms and loyalty programs.

### 6. **Optimize Distributor Channel:**

- Expand distribution networks to increase sales in the Distributor channel.

### 7. **Balanced Investment:**

- Allocate resources across all channels, prioritizing Retailer while growing Direct and Distributor