

# Pharmaceutical Sales Performance

A Visual Story of Growth (2015 EC - 2016 EC)

## 📊 Overall Growth: A Strong Upswing

Hor Pharmaceutical demonstrated remarkable growth between 2015 EC and 2016 EC. Total sales revenue surged by an impressive **47.08%**, while the quantity of units sold also saw a significant increase of **28.06%**. This signals expanding market reach and robust demand.

**15.30M**

TOTAL REVENUE 2015 EC (ETB)

**22.50M**

TOTAL REVENUE 2016 EC (ETB)

**780K**

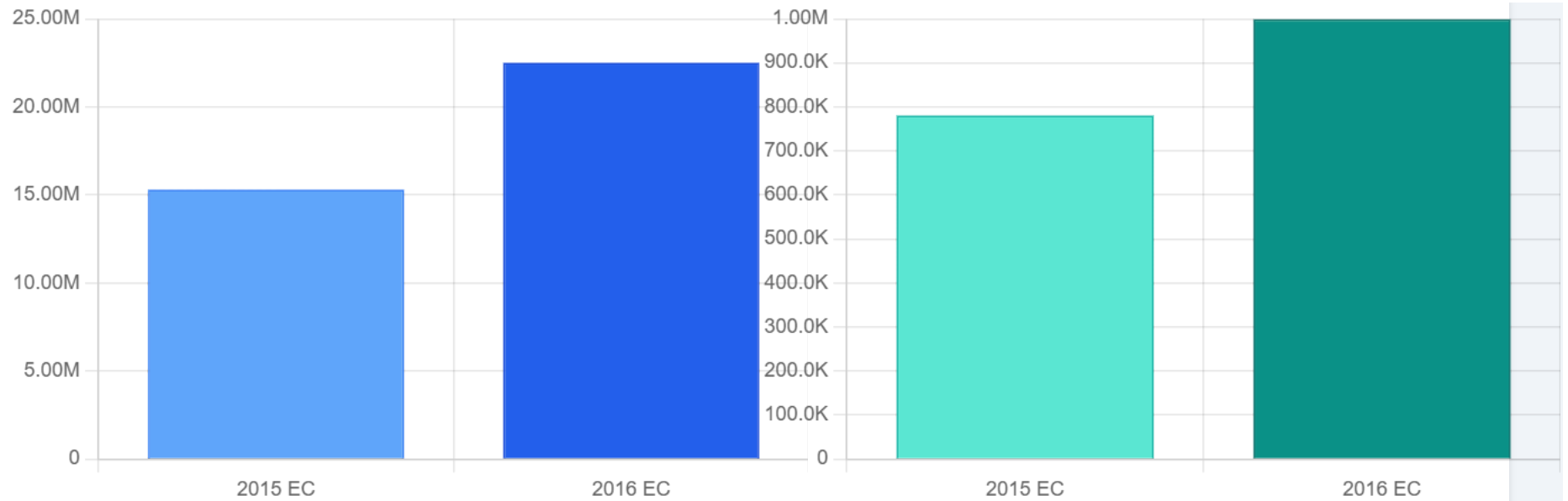
UNITS SOLD 2015 EC

**999K**

UNITS SOLD 2016 EC

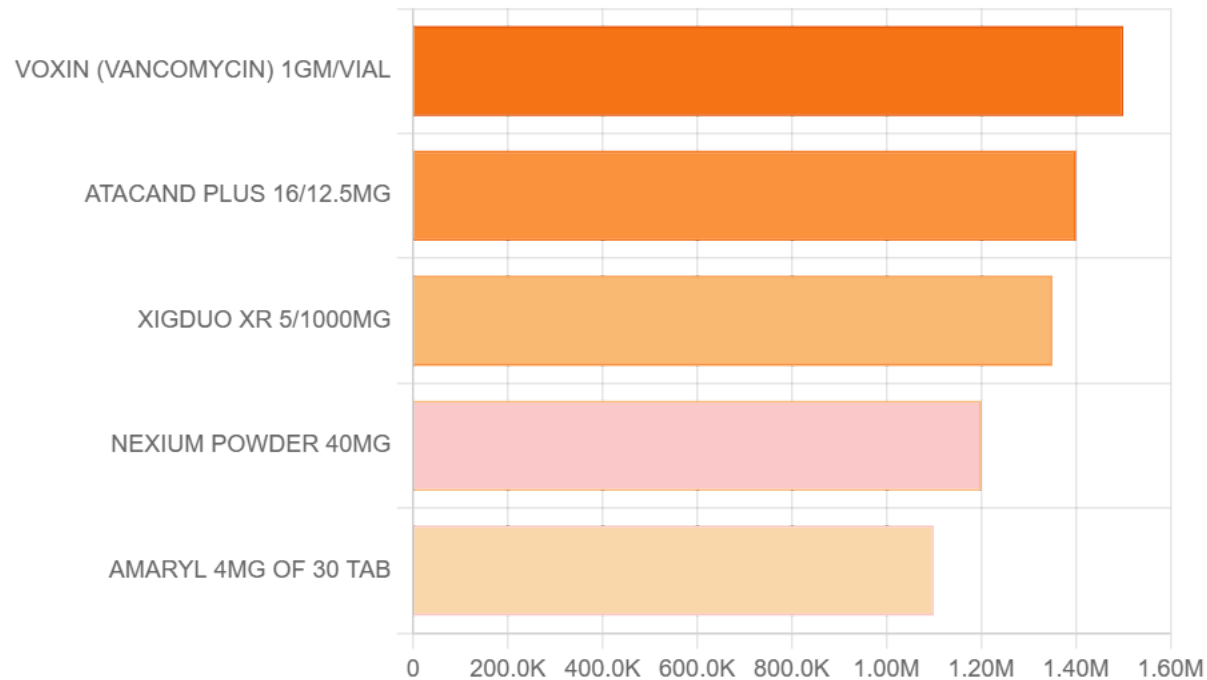
Revenue Growth (ETB)

Quantity Sold Growth



## 📌 Powering Profits: Top Revenue Generators (2016 EC)

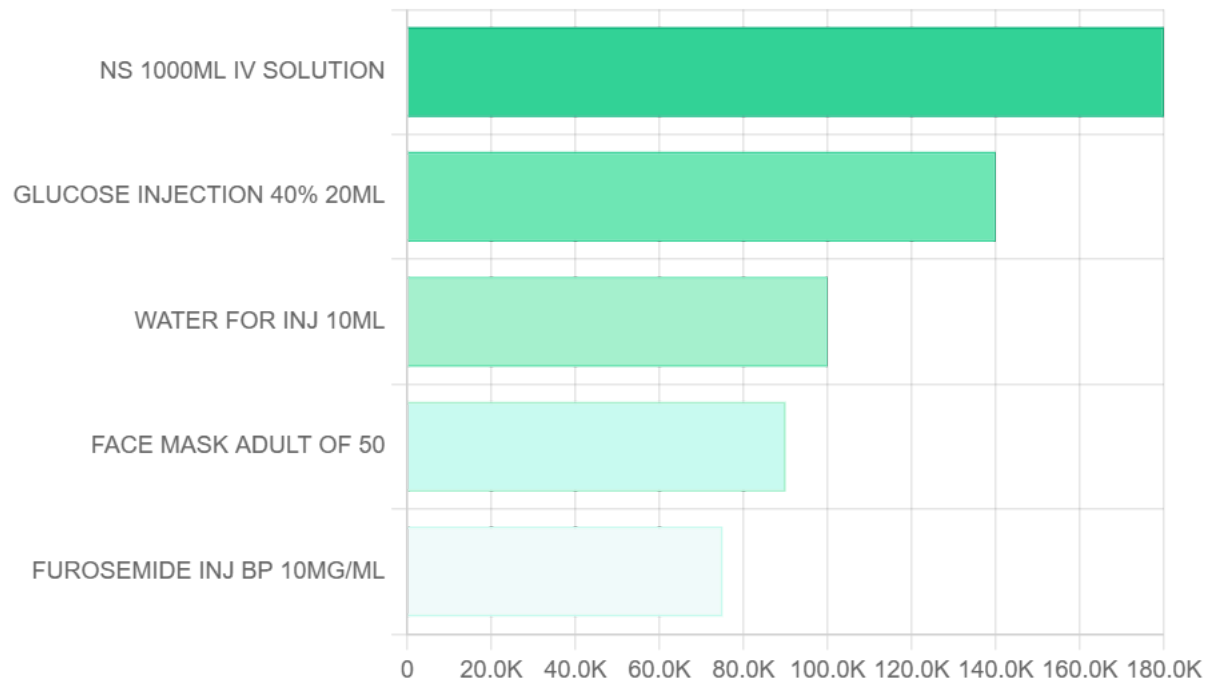
A closer look at 2016 EC reveals that a select group of products were the primary drivers of revenue. These high-value medications play a crucial role in Hor's financial performance.



Illustrative top products based on report data. Revenue in ETB.

## Moving Units: High-Volume Heroes (2016 EC)

Beyond revenue, some products stand out for their sheer sales volume. These items, often essential medical supplies, are critical for operational efficiency and meeting consistent market demand.



Illustrative top products based on report data. Units sold.

## 📈 Rising Stars: Products on the Fast Track

Certain products exhibited exceptional year-over-year growth, highlighting successful market strategies or surging demand. These "rising stars" represent significant opportunities.

### ATACAND PLUS 16/12.5MG

Revenue Growth (2015 EC to 2016 EC)

**+133.33%**

From ~600K to ~1.4M ETB

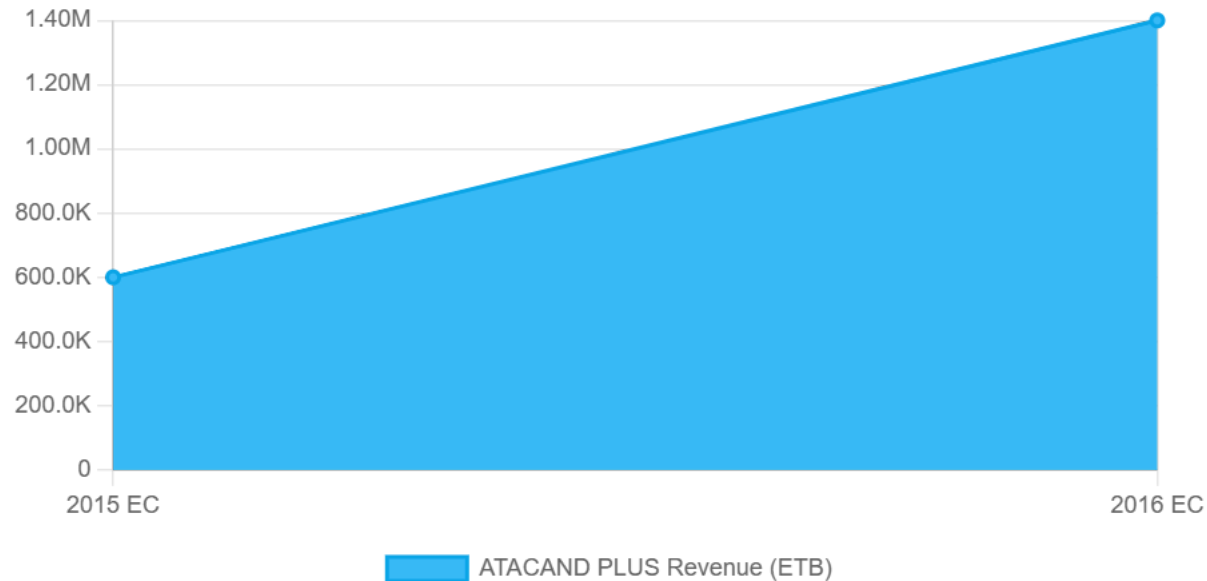
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Quantity Sold Growth (2015 EC to 2016 EC)

**+200%**

From ~30K to ~90K Units

## Growth Spotlight: ATACAND PLUS Revenue



## ⓘ Strategic Insights: Fueling Future Success

The sales analysis provides valuable insights that can shape Hor Pharmaceutical's strategy for sustained growth and operational excellence.

### 📦 Optimize Inventory

Prioritize stock for top-performing and high-growth products to meet demand and maximize sales.

### 💰 Standardize Pricing

Implement clear pricing policies to enhance predictability, ensure fairness, and optimize profitability.

### 📈 Focus on Growth Products

Develop targeted sales and marketing strategies for products showing strong growth potential.



### **Enhance Data Management**

Improve data entry protocols and conduct regular audits for more robust future analyses and decision-making.

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