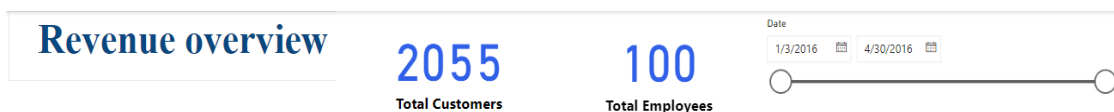


VietnamWorks Revenue Performance Report

1. Introduction

The following report describes the history of VietnamWorks operation, based on data collected from January 2016 to April 2016, more than 2,000 customers chose and used VietnamWorks services.



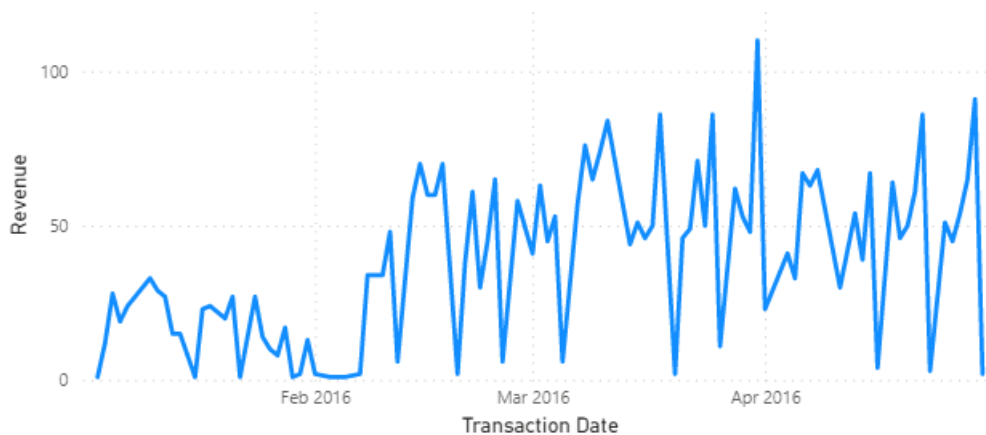
2. Reporting results

The information obtained on revenue is mainly based on the transactions of more than 2000 customers during the first 4-month period. There is about 100 customer experience staff who do those recruiting transactions.

Month	Revenue
January	772,245,000 VNĐ
February	1,693,147,500 VNĐ
March	2,864,812,500 VNĐ
Aprill	2,406,105,000 VNĐ

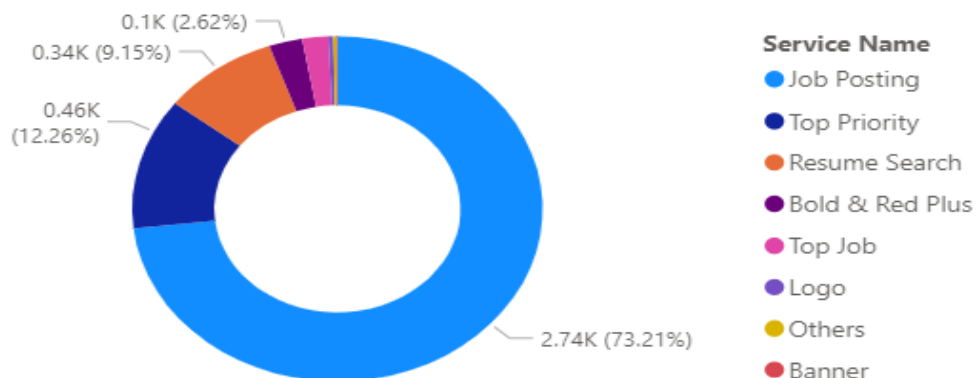
The collected data of time period revealed that The time period that customers use recruitment services on the VietnamWorks side from the beginning of January to the end of February fluctuates quite small compared to the rest of the months, the reason is that companies rarely recruit because the first time of the year is usually around the time of Tet, businesses have no need to recruit. Until March and later the time after Tet, usually there will be a large recruitment wave because the demand for changing jobs after Tet increases sharply, and companies need to recruit to fill the vacant positions. Since then, VietNamWork revenue in the first period of the year was worse than the rest of the months, which is clearly shown in the following numbers and charts:

Revenue by Day



In general, it is understandable that in the first few months of the year, there will be few recruiting companies, so the transaction between the two parties will reduce revenue. So at the time of recruitment trends in the year, revenue will also increase when companies' need of personnel is increased, contributing to improving mutual benefits.

Revenue by Service Name



It is clear from the data that the number of revenue based on the selection of customers who want to choose the service, the form to search for candidates for the client's company shows that the majority of customers choose Job Posting to perform, accounting for 73.21% of the total percentage. , as well as accounting for nearly ¾ of the services that VietnamWorks provides to customers. Next, the customer's choice of Top Priority ranked second overall, accounting for 12.26%, and Resume Search for

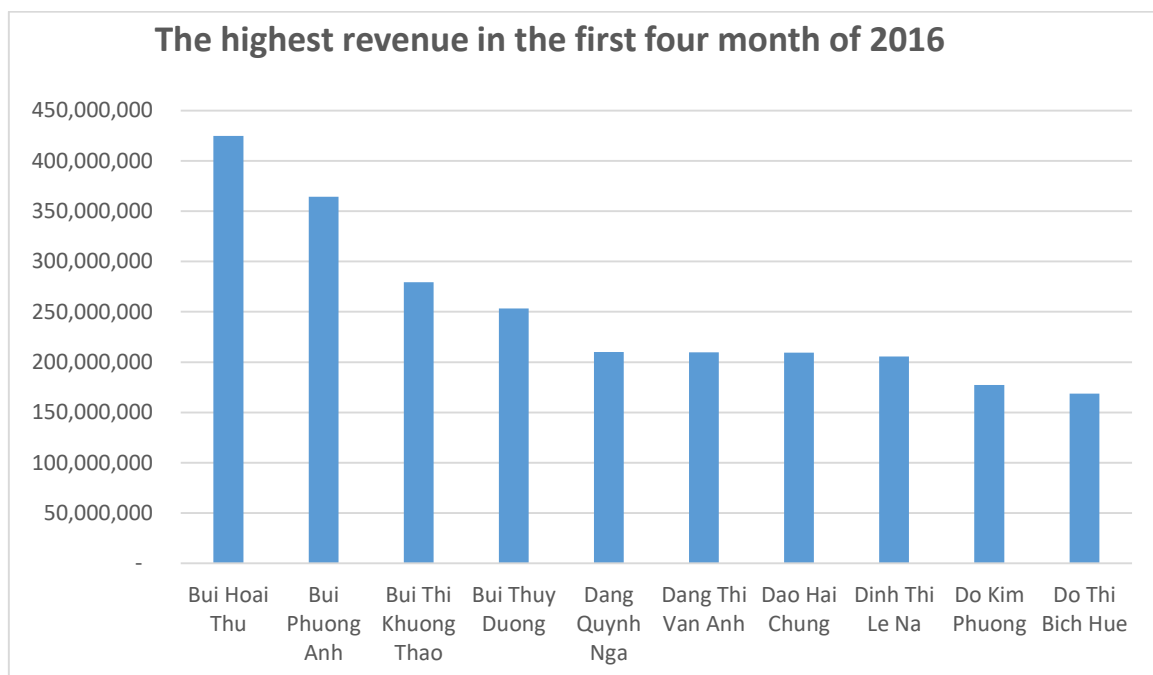
about 9.15%. For the remaining services, which account for quite a bit less than the type of services mentioned above, it could be noticed that it is not the first choice that customers are aiming for.

The most number of transactions in the first 4 months of 2016.

Contributing to the realization of the above transactions was carried out by about 100 employees of VietnamWorks. The top 10 employees with the highest number of transactions are shown in the following table:

Employee Name	Number of transaction
Le Thi Thu Huong	113
Nguyen Hong Hanh	110
Nguyen Thuy Nhung	98
Le Thi Yen Trinh	87
Nguyen Thi Dieu Huong	87
Nguyen Thi Linh Suong	87
Pham Vu Bach Tuyet	86
Nguyen Huynh Thanh Tam	85
Le Hong Anh	82
Vu Dieu Huong	79

Top 10 employees with the highest of revenue in the first 4 months of 2016



As we can see from the table, outstanding for the achievement of over 100 transactions in the above period, there are 2 employees, which are Le Thi Thu Hong with 113 transactions and Nguyen Thi Hong Hanh with 110 transactions. The two are only 3 trades apart resulting in somewhat similar totals. But in terms of revenue, Bui Hoai Thu's staff achieved the highest revenue, although not in the top 10 employees with the most transactions. Similarly, Bui Phuong Anh, although not in the top 10 highest transactions, brought in the second-highest revenue for the firm. There by, it is showed that the revenue does not depend on the number of transactions.

3. Conclude

From the reasons mentioned above, we can conclude that the revenue of the business is not controlled by the number of transactions and the tendency of customers to choose the job, derive largely from the Job Posting service. Human resource utilization for the company falls sharply at times such as the end of the first quarter and the beginning of the second quarter and the revenue from these customers reaches the highest in the middle of the month to the end of the month.

1. Sales Revenue



We chose to put this metric first as it can tell a lot of things about your company. Month-over-month sales results show whether people are interested in buying your product/service, are your marketing efforts paying off, are you still in the competition, and much more.

When evaluating your sales revenue and setting goals, it is important to remember that sales results are affected by multiple other factors. The person tracking the **sales KPIs** should also be aware of recent changes in the market, previous marketing campaigns, competitive actions, etc.

How to measure:

Sales revenue is calculated by summing up all the income from client purchases, minus the cost associated with returned or undeliverable products.

As we can see from the Scoro's perspective that the revenue will be the key to most businesses. It directly affects the operating system as well as reflects the potential of the business in the market. With suitable setting goals, it can bring the best result that can help business to meet its goals.

There are another evidences illustrate that revenue, especially sales department, is the heart of any business as it supplies money to all other departments. It is no doubt that revenue is a necessary metric in any firm from now or in future.

What Revenue Reporting Is Used for Investopedia

Revenue is very important when analyzing [gross margin](#) (revenue—cost of goods sold) or [financial ratios](#) like gross margin percentage (gross margin/revenue). This ratio is used to analyze how much profit a company has made after the cost of the merchandise is removed but before accounting for other expenses.

As you can imagine, companies can become almost artistic with how they handle their top line. For example, if they wanted to lower the cost of their merchandise so that their top-line margins would appear larger, they could lease the merchandise or offer it at a premium. Using such a method would incur a higher net revenue than if they were to simply sell the product or service at its base cost.

There are other instances from Investopedia shows how important as well as how it operate in enterprise, it is an indicator to analyst cost and gross margin to help business under control their cost. Aside from the cost, revenue can be analyzed to determine if marketing strategies are working, how price changes affect the demand for products or services.