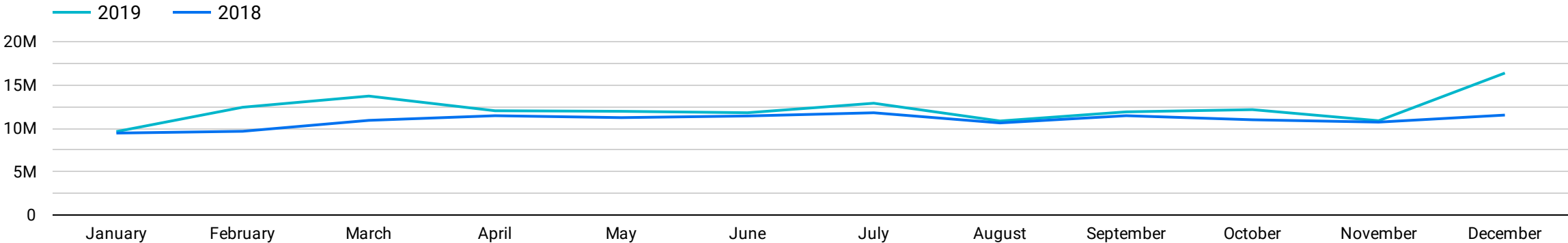
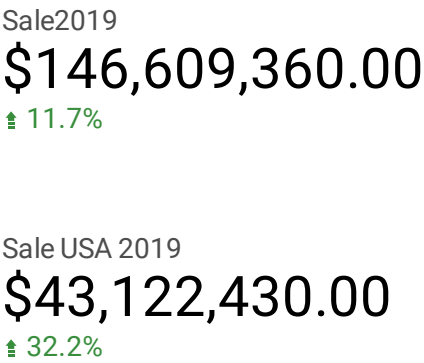


Annual Sales Performance Report 2019

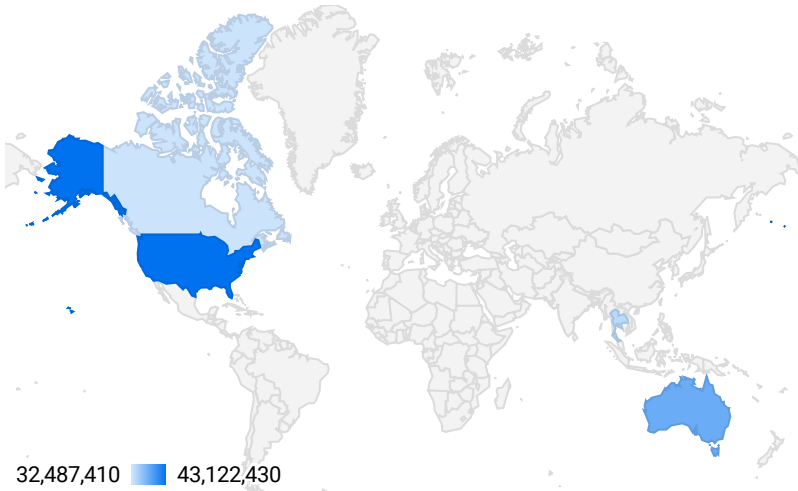
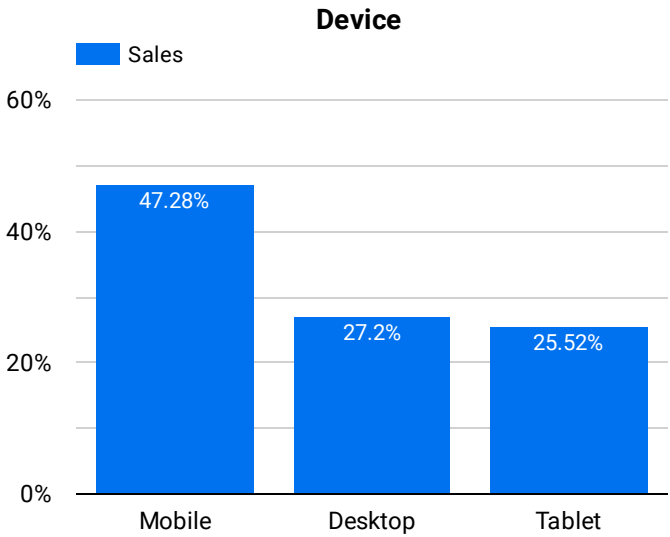
- Key Findings:**
- Overall sales in 2019 increased to 146.6 M THB or by 11.7% from 2018.
  - In the Past quarter 2019, sales showed an upward trend and it increased more than 50% from Nov to Dec 2019.
  - USA occupied the highest proportion of total sales with 29.4% and increased 32.2% from 2018.
  - Canned food generated the highest sales across all markets.

- Recommendations for next year:**
- Maintain the sales volume of canned and frozen food
  - Opportunity: Build the strengthen point of dried food to enhance sales performance
  - Ensure that the inventory will sufficiently be prepared for the first quarter in the next year
  - Maintain and create loyalty towards customers, especially American customers.

Sales Performance in 2019 vs 2018



Sales Performance in 2019 by Subgroup



**Country**

	Country	Sales	Sales ▾
1.	USA	43,122,430	29.41%
2.	Australia	37,613,960	25.66%
3.	Thailand	33,385,560	22.77%
4.	Canada	32,487,410	22.16%
	Grand total	146,609,360	100%

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