SALES REPORT

This sales report covers three years (2003, 2004, 2005). It is to review our performance in sales for the past three years and see where improvement is needed. Key Performance Indicators in the analysis include: total sales, average sales, total quantity ordered, total product delivered, product line and total sales and quantity by year.

The total sales for the three years are 10,032,681. Then the total sales for the 2003 amounted to 3,516,996 which represents 35% of the total sales, 2004 amounted to 4,724,182 which also represents 47% of the total sales and 2005 amounted to 1,791,503 which lastly is the lowest sales out of the three years which represent 14% of the total sales.

Classic Cars has the highest sales especially in countries like USA, while train has the lowest especially in countries like Australia. About 6,004 goods were not delivered due to logistics, which affected the sales in 2005.

There is a need to focus more on transportation of goods and customer services in order to help with the delivery of goods.