

Kiam Metal Industries Limited
 BSCIC Industrial Estate, Kushtia-7000
Daily SR/ASO Activity (Outlet Visit) Summary

Report Generating Date: July 11, 2023

Sn.	Wing Name	Total Outlets	Today's (Date: 11.07.2023) Report					Monthly Summary Report till to 11.07.2023					Yearly Summary Report (06.05 - 11.07) 2023					Remarks (if any)
			No of Assigned Outlets	Visited Outlet	% of Visited Outlets	Order Qty	CPR	FBO	Visited Outlet	% of Visited Outlets	Order Qty	CPR	FBO	Visited Outlet	% of Visited Outlets	Order Qty	CPR	
1	Bogra	3,763	967	772	79.83%	255	26.37%	7,306	5,466	74.82%	1,695	23.20%	57,340	41,204	71.86%	11,485	20.03%	
2	Chittagong	4,451	1,012	570	56.32%	208	20.55%	7,708	3,799	49.29%	1,464	18.99%	56,368	30,797	54.64%	10,821	19.20%	
3	Dhaka	5,088	1,501	1,112	74.08%	300	19.99%	10,773	7,614	70.68%	2,066	19.18%	81,621	59,623	73.05%	15,733	19.28%	
4	Khulna	3,996	1,041	745	71.57%	249	23.92%	7,192	5,203	72.34%	1,831	25.46%	52,942	38,832	73.35%	12,363	23.35%	
5	Kushtia	4,642	1,353	1,122	82.93%	394	29.12%	9,776	7,766	79.44%	2,660	27.21%	72,271	58,147	80.46%	18,853	26.09%	
6	Mymensingh	5,193	1,246	995	79.86%	325	26.08%	9,654	6,774	70.17%	2,122	21.98%	73,983	55,736	75.34%	15,658	21.16%	
Grand Total =		27,133	7,120	5,316	74.66%	1,731	24.31%	52,409	36,622	69.88%	11,838	22.59%	394,525	284,339	72.07%	84,913	21.52%	

Abbreviations:

FBO = Frequency Basis Outlets

CPR = Call Productivity Ratio / Rate

Formulas:

FBO = Visit Quantity of the Outlet

% of Visited Outlets = $\frac{\text{Visited Outlet}}{\text{FBO}} \times 100\%$

CPR = $\frac{\text{Order Qty}}{\text{No of Assigned Outlets}} \times 100\%$