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**AtliQ Hardware**

**Analysis of P&L and Market Performance at**

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## Introduction

This report presents a comprehensive analysis of AtliQ Hardware's Profit and Loss (P&L) statement and market performance over the past three fiscal years (2019, 2020, 2021). The aim is to provide insights into key financial metrics and market trends to guide strategic decision-making.

## Key Metrics Analysis

### Net Sales:

2019: $87.5 Million

2020: $196.7 Million

2021: $598.9 Million

* Notable growth in Net Sales from 2019 (87.5M) to 2021 (598.9M), showcasing a remarkable increase of 204.5%.
* A detailed breakdown of quarterly Net Sales highlights consistent growth trends.

### COGS:

2019: $51.2 Million

2020: $123.4 Million

2021: $380.7 Million

* Corresponding increases in Cost of Goods Sold (COGS) demonstrate a proportional relationship with Net Sales.
* COGS for 2021 stands at 380.7M, marking a growth of 208.6%.

### Gross Margin

2019: $36.2 Million

2020: $73.3 Million

2021: $218.2 Million

* Gross Margin increases from 36.2M in 2019 to 218.2M in 2021.

### GM%

2019: 41.4%

2020: 37.3%

2021: 36.4%

* GM% experiences a slight decrease from 41.4% to 36.4%, indicating the need for further optimization.

## Market Performance

### Customer-wise Performance in 2019, 2020, and 2021

* Australia, Canada, China, and India exhibit substantial growth in Net Sales, contributing significantly to the Grand Total.
* An overall increase in Net Sales is observed across all customers.

**Australia:**

2019: $3.9 Million

2020: $10.7 Million

2021: $21.0 Million

**Canada:**

2019: $4.8 Million

2020: $12.2 Million

2021: $35.1 Million

(Similar breakdowns for other countries are available.)

### Quarterly Financial Performance (2019-2021)

* Detailed quarterly breakdowns for Net Sales, COGS, Gross Margin, and GM% provide insights into seasonal variations.
* Consistent growth is evident, with occasional fluctuations in Gross Margin and GM%.

**Q1 2019:**

**Net Sales: $6.5 Million**

**COGS: $3.8 Million**

**Gross Margin: $2.6 Million**

**GM%: 40.9%**

*(Similar breakdowns for other quarters and years are available.)*

## Percentage comparison of Net Sales from 2020 to 2021 and 2021 to 2019

* A detailed analysis of the percentage comparison between 2020 and 2021 highlights impressive growth across all metrics.
* Net Sales comparison registers a substantial increase of 204.5%, showcasing the company's robust performance.

**2021 vs. 2020:**

Net Sales: 204.5% increase

COGS: 208.6% increase

Gross Margin: Substantial growth

GM%: Slight decrease (-2.3%)

**2020 vs. 2019:**

Net Sales: 208.6% increase

COGS: Significant growth

Gross Margin: Continued improvement

GM%: Slight decrease (-1.3%)

**Result: Exceptional growth in 2021 compared to 2020 and a robust performance trend over the two-year period.**

## Summary and Recommendations

This analysis reveals a commendable growth trajectory for AtliQ Hardware over the past three fiscal years. While Net Sales have shown exponential growth, there is a need to address the slight decrease in GM%. Recommendations include optimizing operational efficiency and exploring strategies to maintain and enhance profitability.

In conclusion, this report serves as a valuable tool for strategic planning, offering insights into financial performance and market dynamics. Further analysis and targeted actions based on these findings can contribute to sustained growth and success for AtliQ Hardware.