

Year  
All

Location  
All

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All

Channel  
All

Category  
All

Cluster Head  
All

NR YTD  
110.06M

NRYTD Last Year  
115.46M

YOY NRYTD %  
-0.05

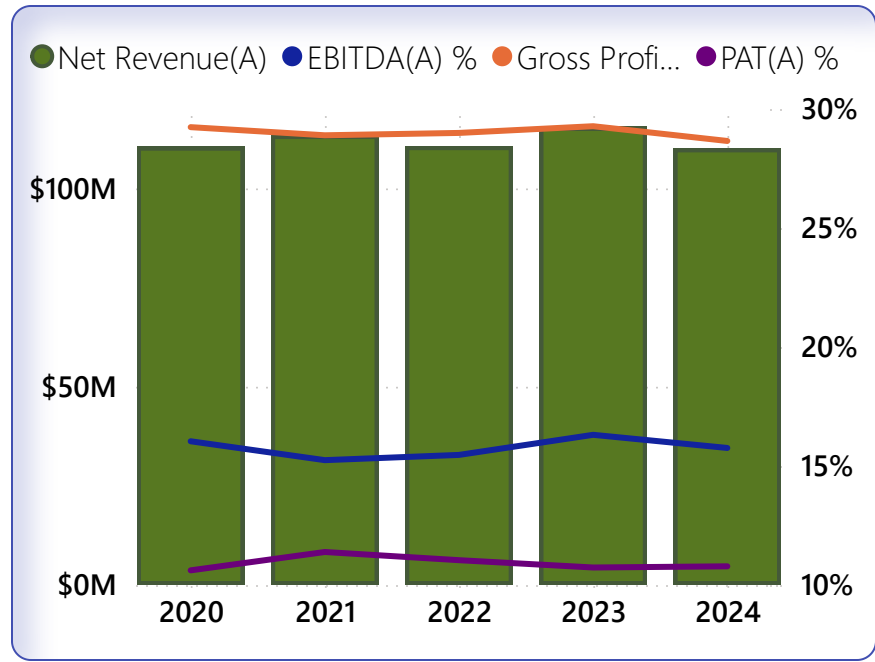
Volume MT  
264.95K

EBITDA  
88.30M

Net Revenue  
\$560M

NR Last Year  
\$450M

YOY NR %  
24.5%

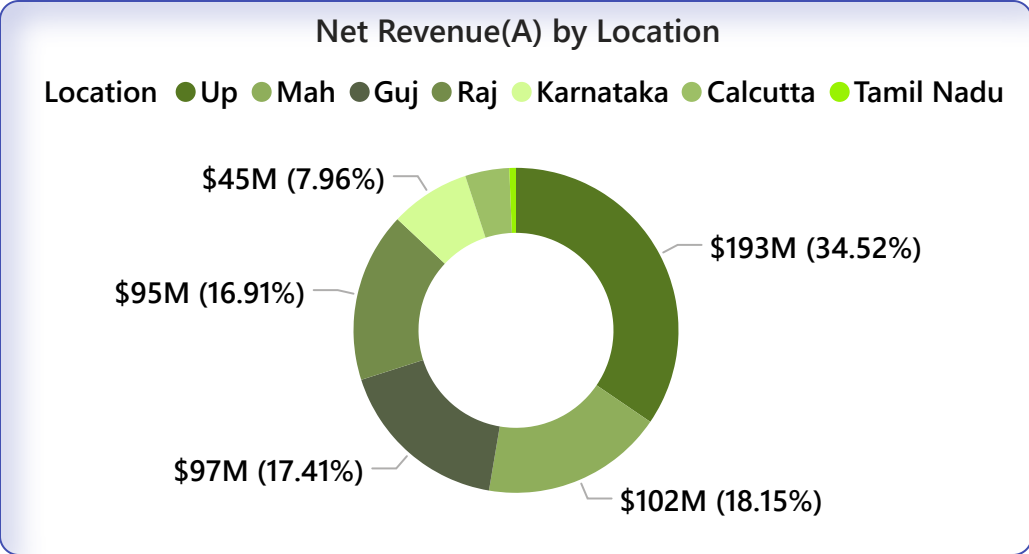
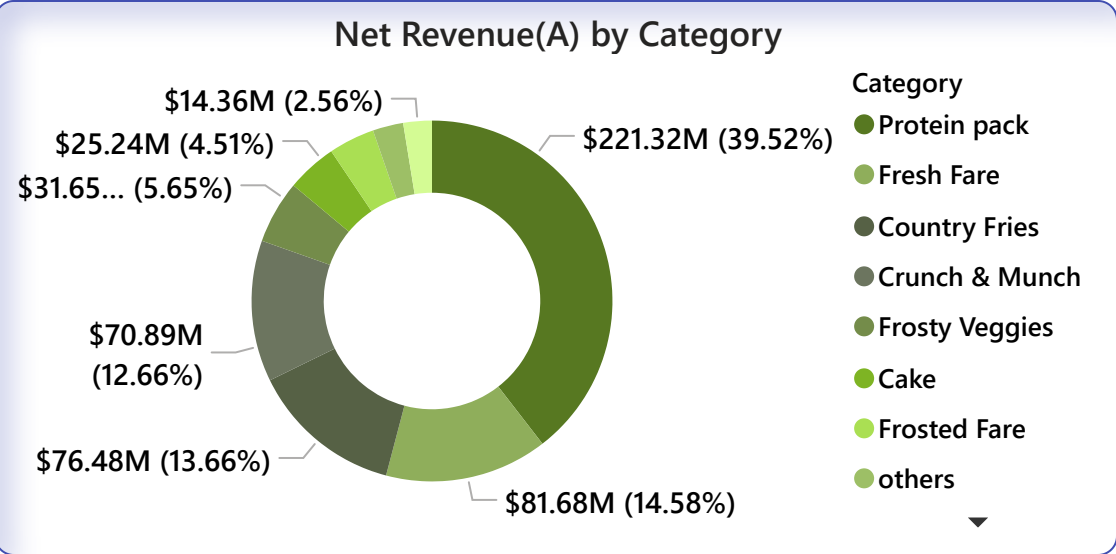
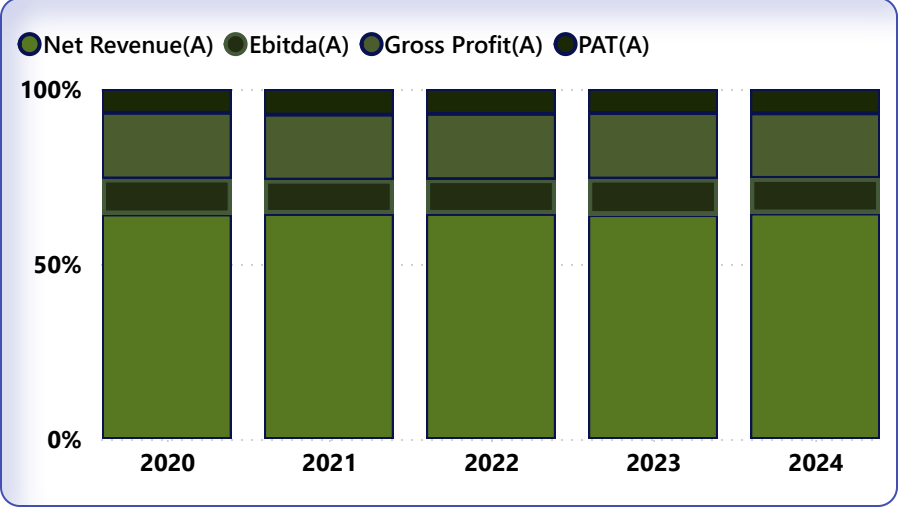


Total SKU Sale  
477.87K

Gross Profit  
\$162.50M

Unique SKU Sale  
4207

Net Profit  
61.13M



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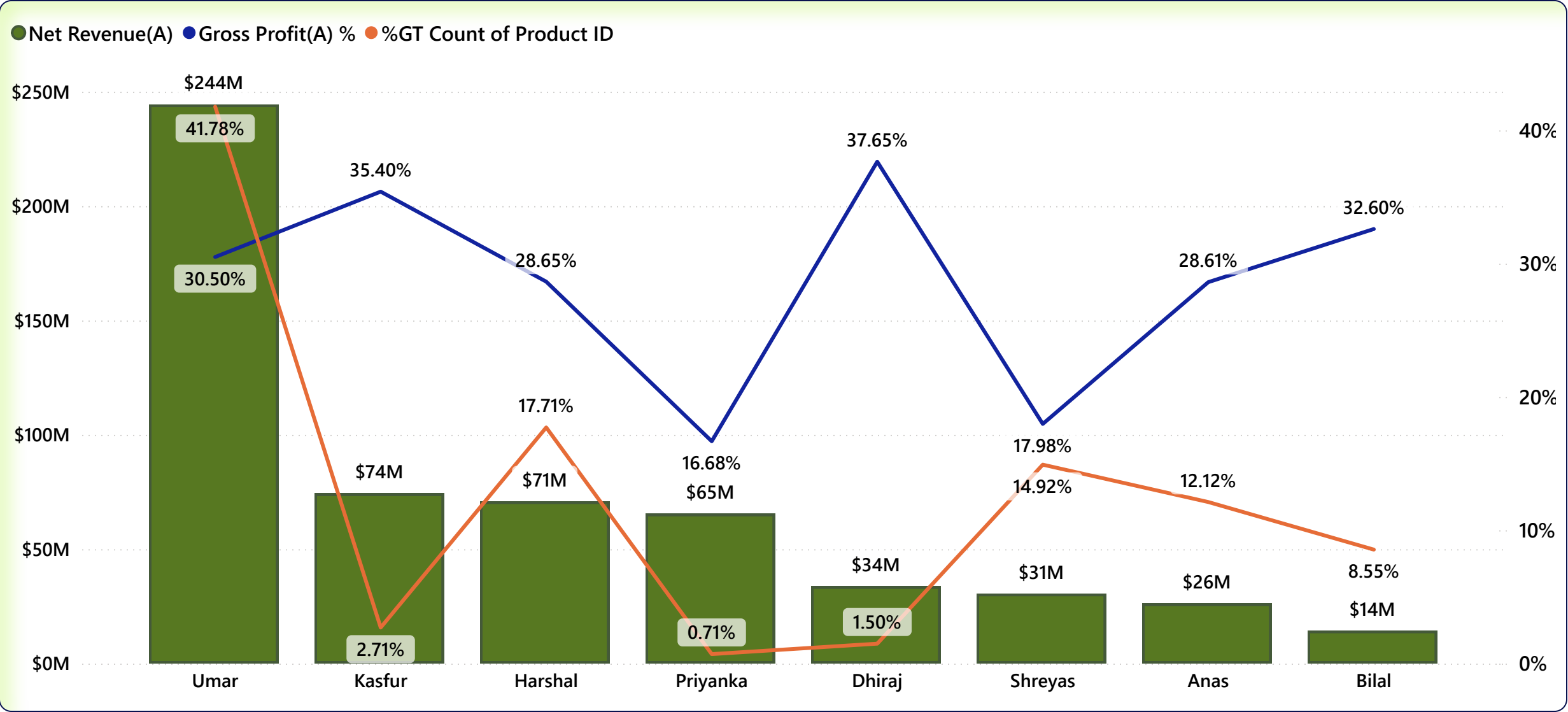
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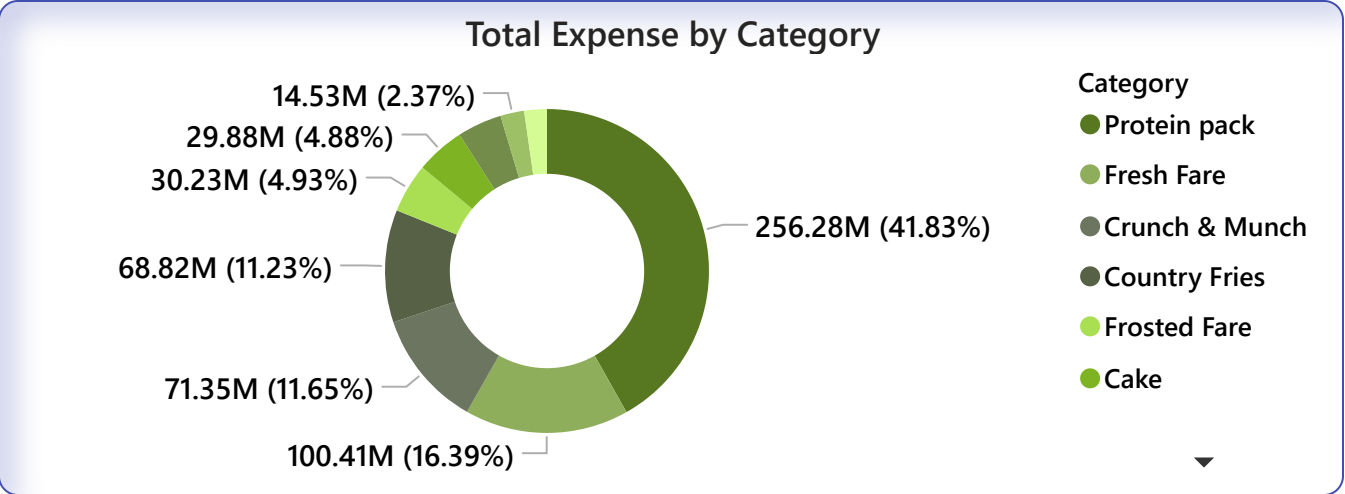
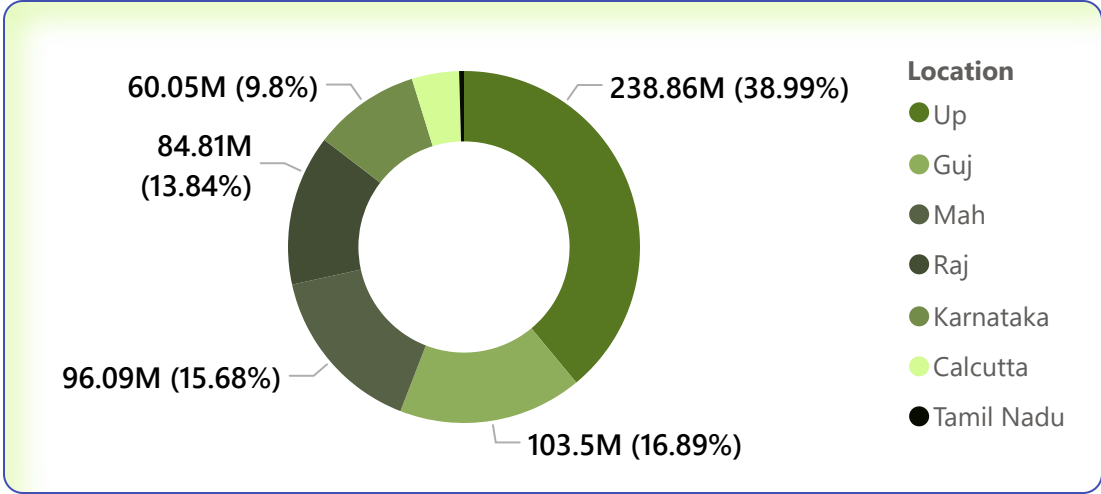
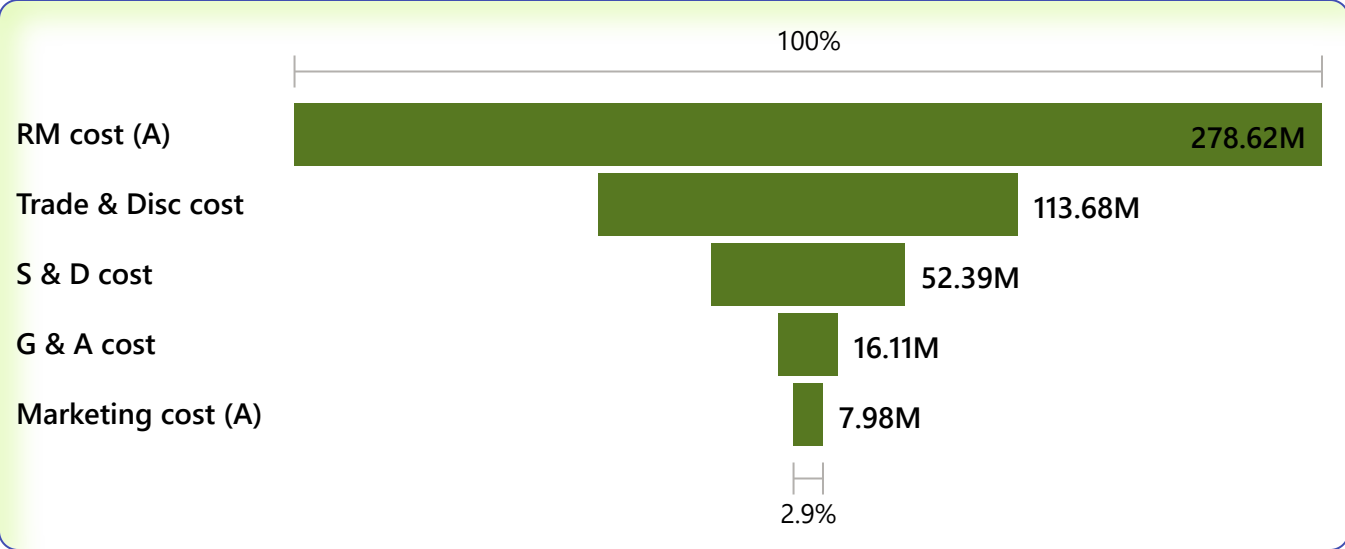
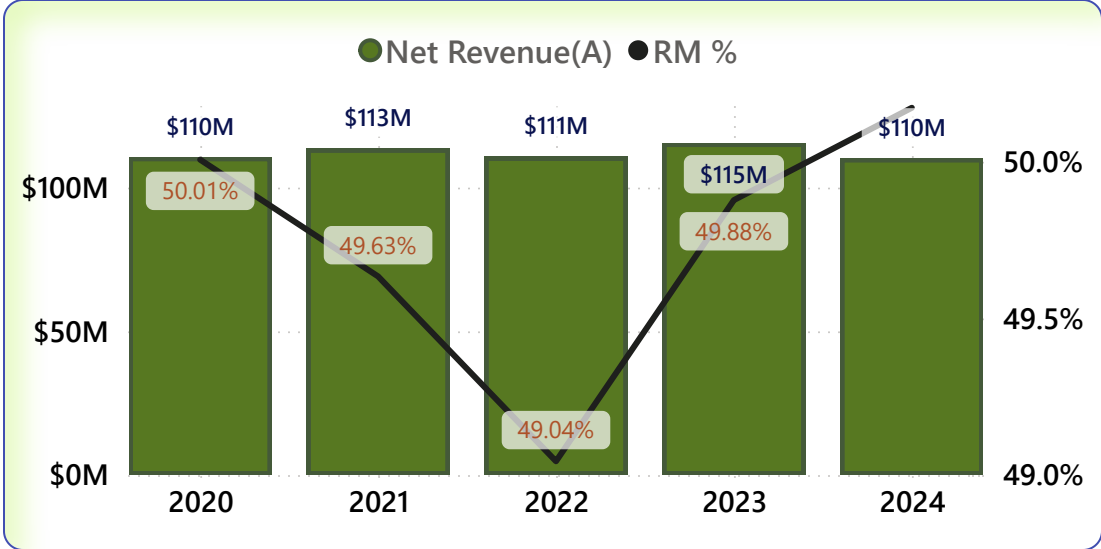
Channel

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Location

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Marketing Cost 7.98M	Raw Material Cost 278.62M	Trade & Disc Cost 113.68M	Fix & Variable cost 64.26M	S & D Cost 52.39M	G & A cost 16.11M
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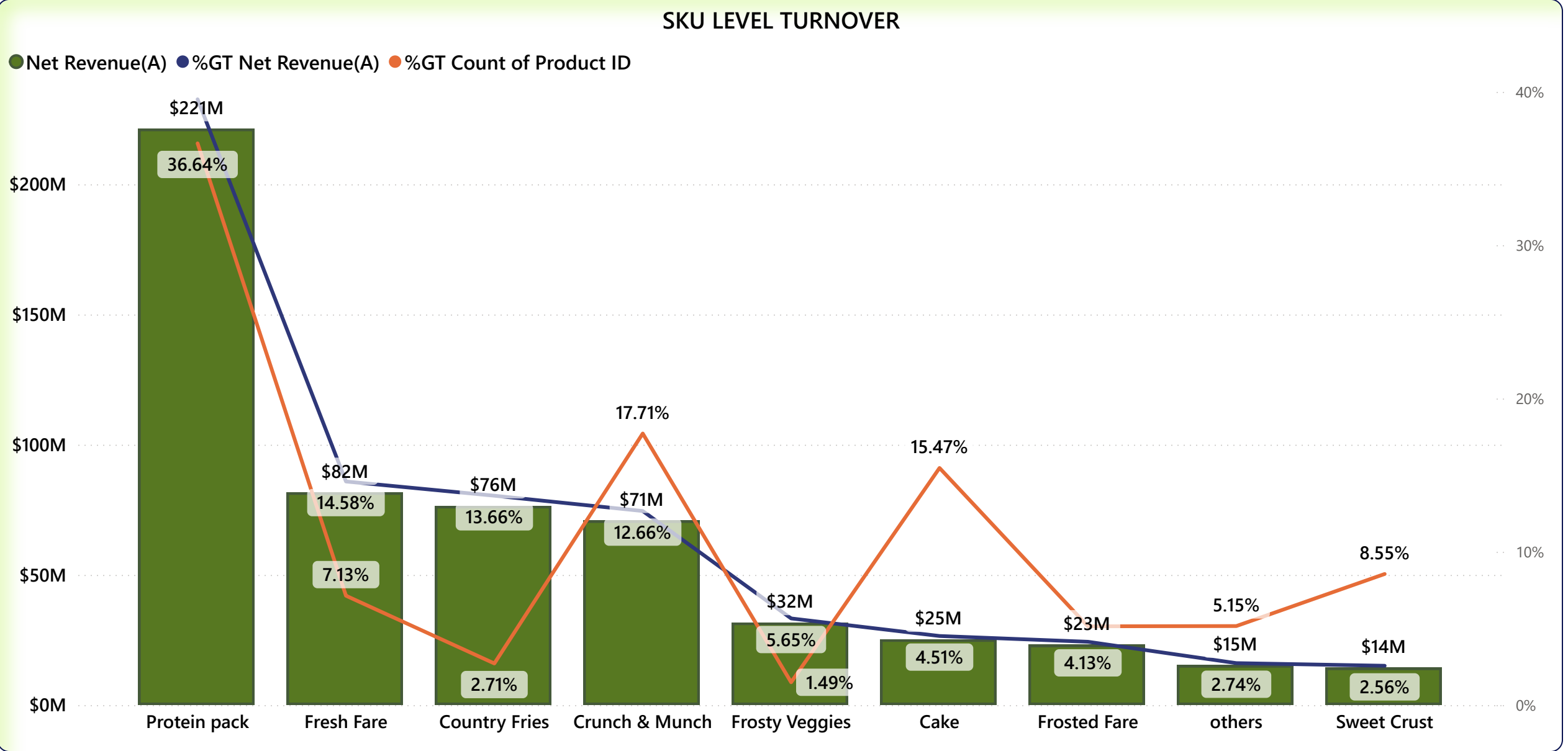
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NR YOY

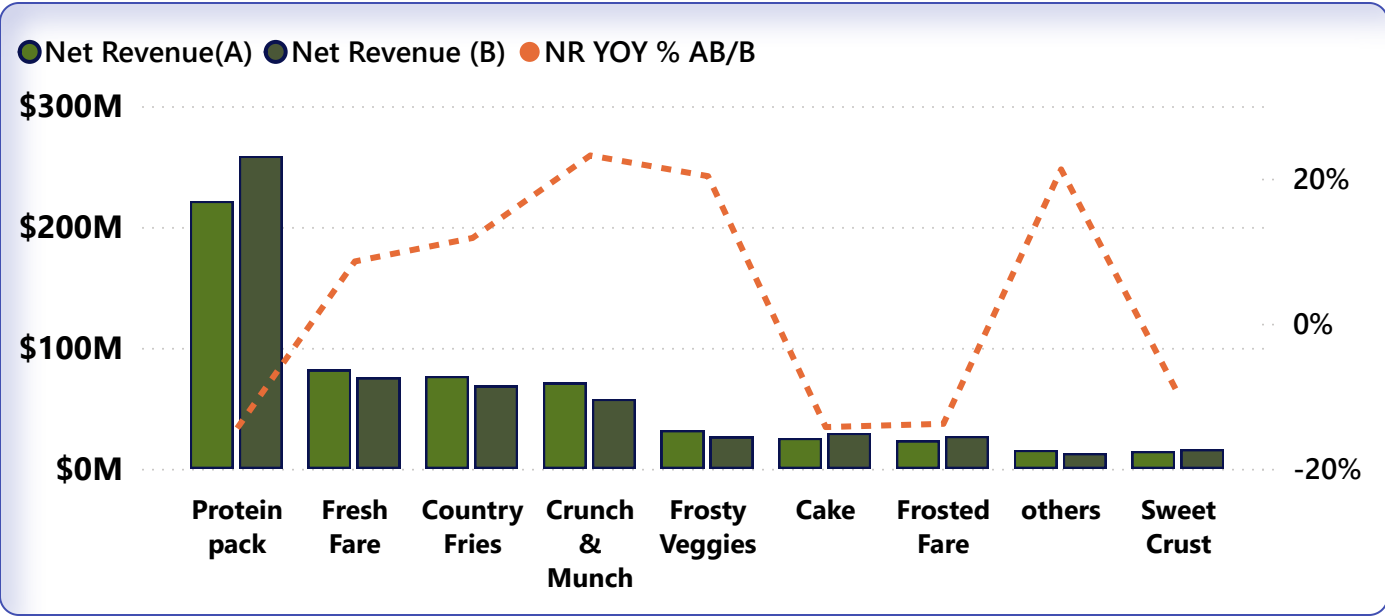
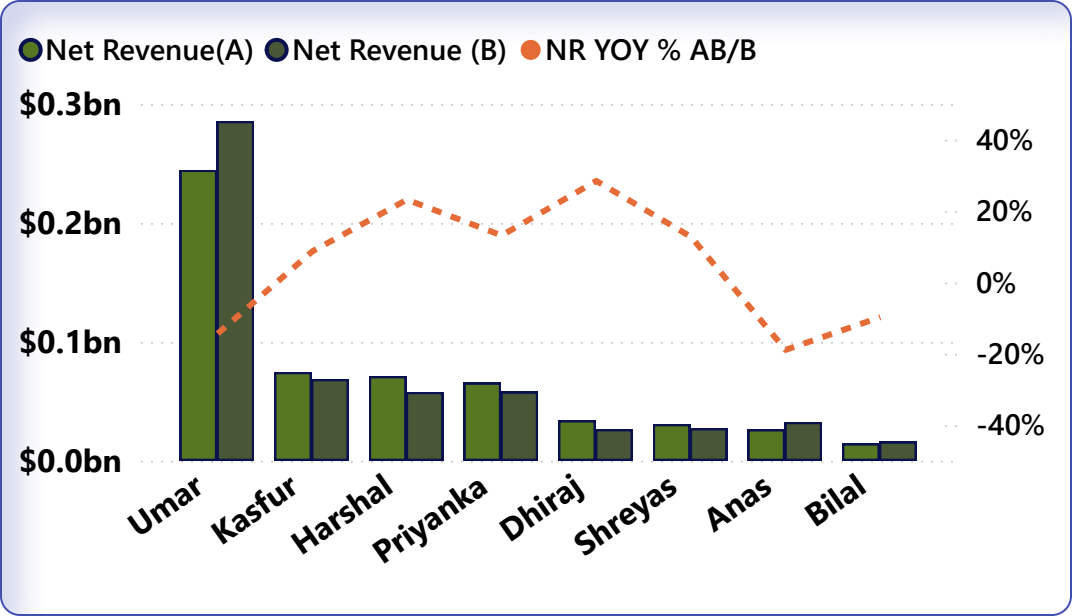
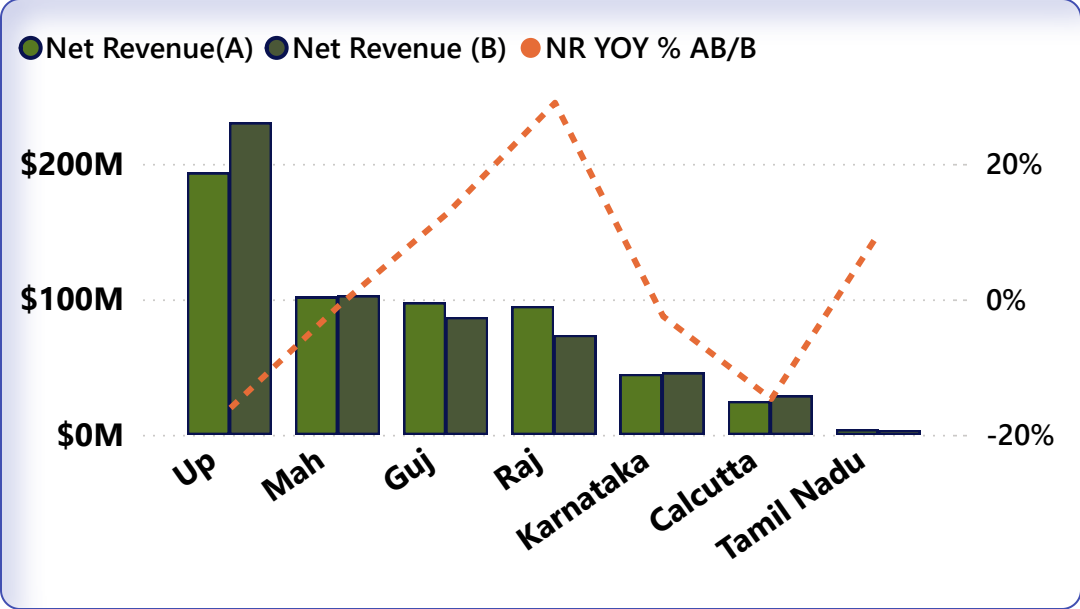
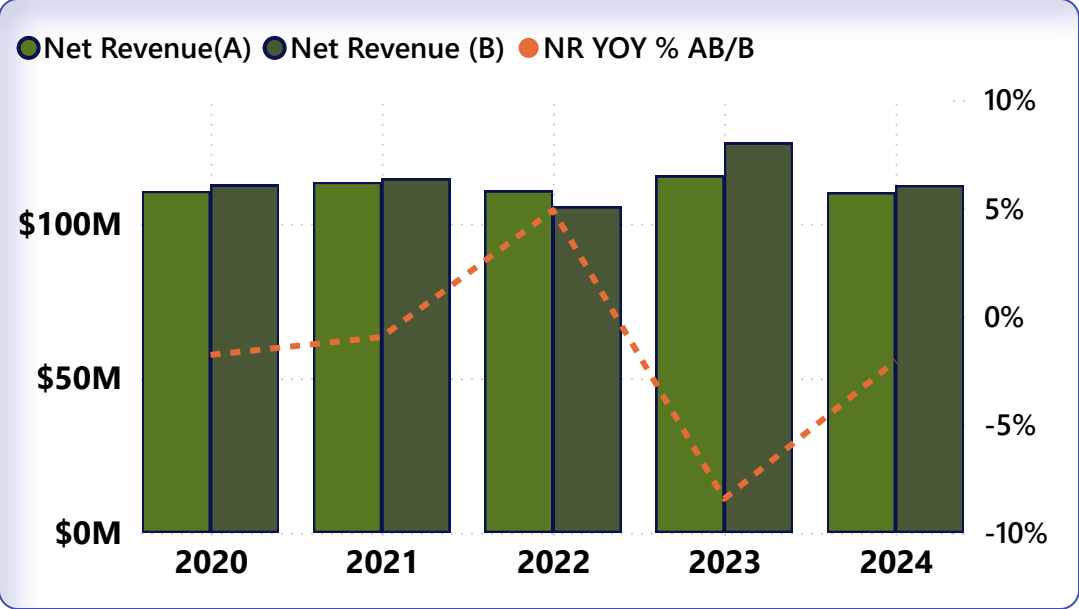
-1.91%

NRYTD(A)

110.06M

NRYTD(B)

112.38M



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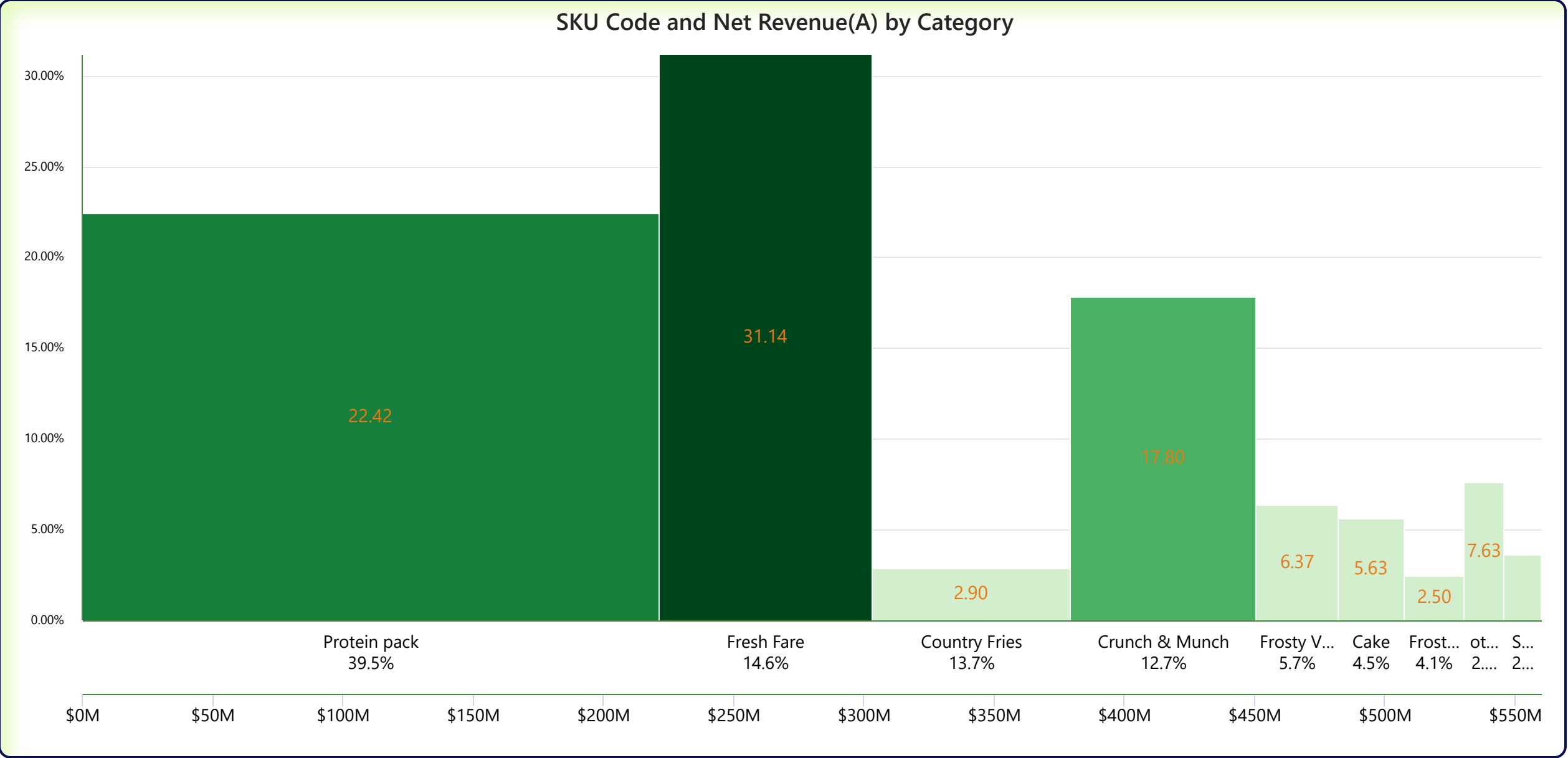
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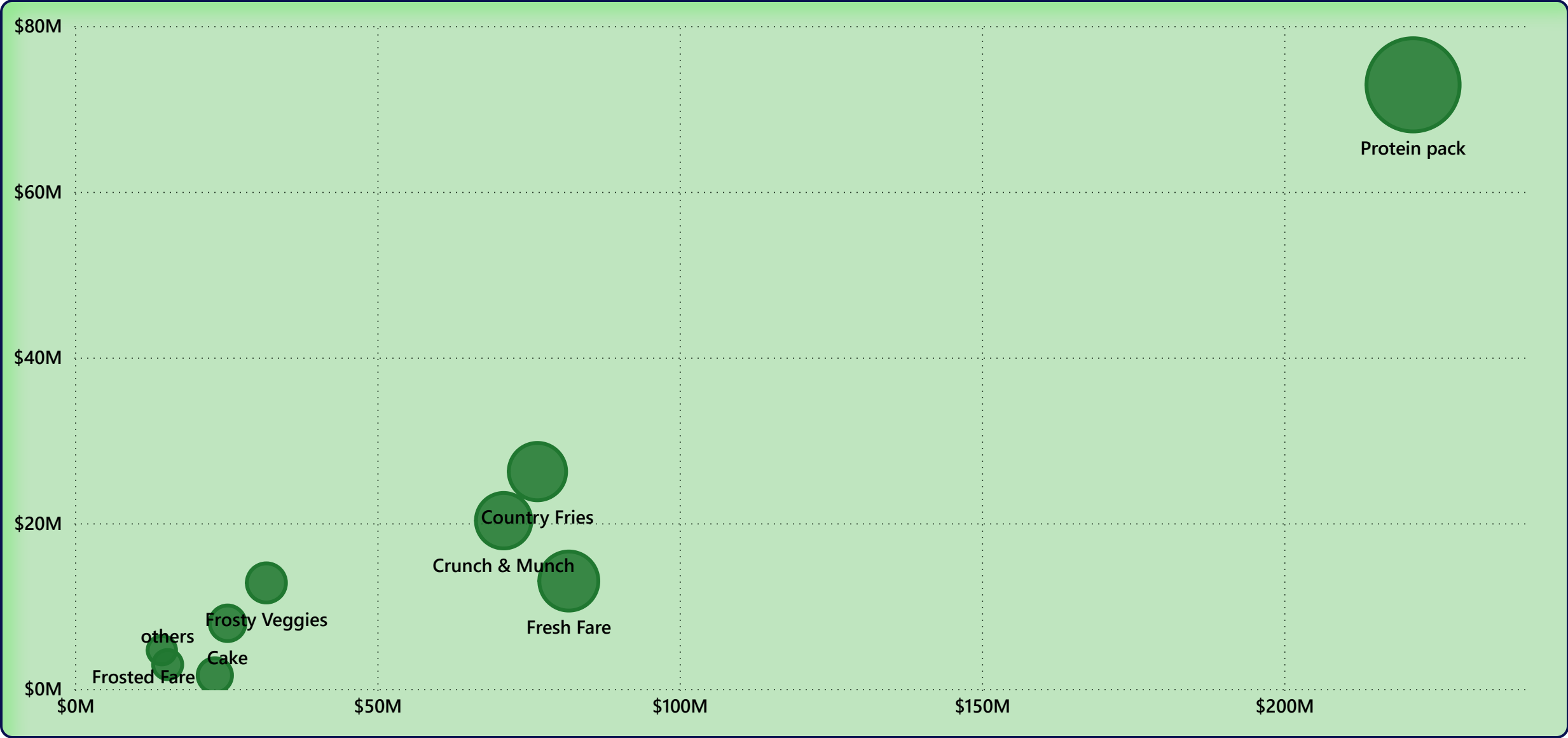
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Year

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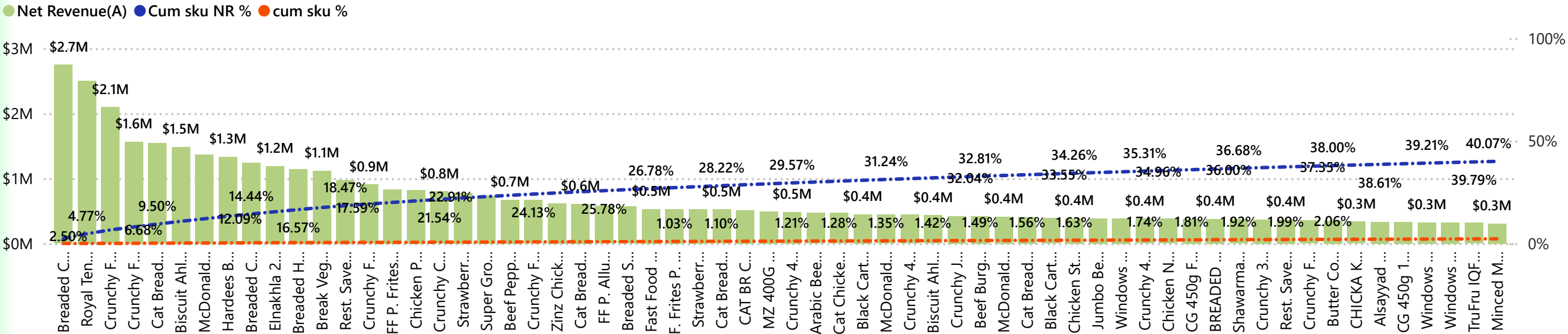
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Rank	SKU Description	Net Revenue(A)	Cum NR	Total SKU NR	Cum sku NR %	cum sku %
1	Breaded Chicken Strips 750G (10*1*750Gm)	\$2,749,325	2749325	110064936	2.50%	0.04%
2	Royal Tender Chicken Breast 1K (10*1*1000Gm)	\$2,503,458	5252783	110064936	4.77%	0.07%
3	Crunchy French Fries 9* 9 ( 4*2.5KG)	\$2,097,202	7349985	110064936	6.68%	0.11%
4	Crunchy Fast Food 2.5kg 5Bags Slip Sheet	\$1,565,664	8915649	110064936	8.10%	0.14%
5	Cat Breaded Zingzzz Chicken Fillet (10*1*1000Gm)	\$1,543,413	10459062	110064936	9.50%	0.21%
6	Biscuit Ahlawa 6 center * 12 packet ( 2.5KG) 36 GM	\$1,484,756	11043818	110064936	10.85%	0.25%
1		\$110,064,936	2749325	110064936	2.50%	0.04%

Net Revenue(A), Cum sku NR % and cum sku % by SKU Description





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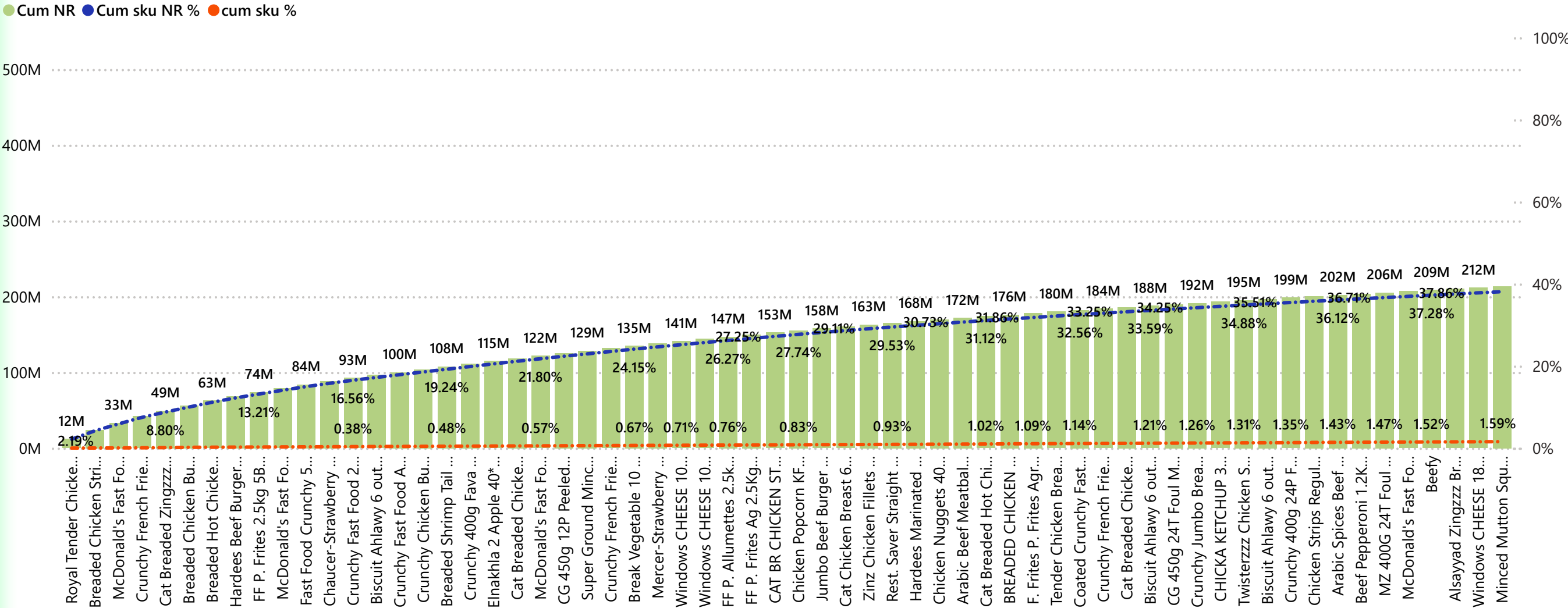
Channel

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Cum NR, Cum sku NR % and cum sku % by SKU Description



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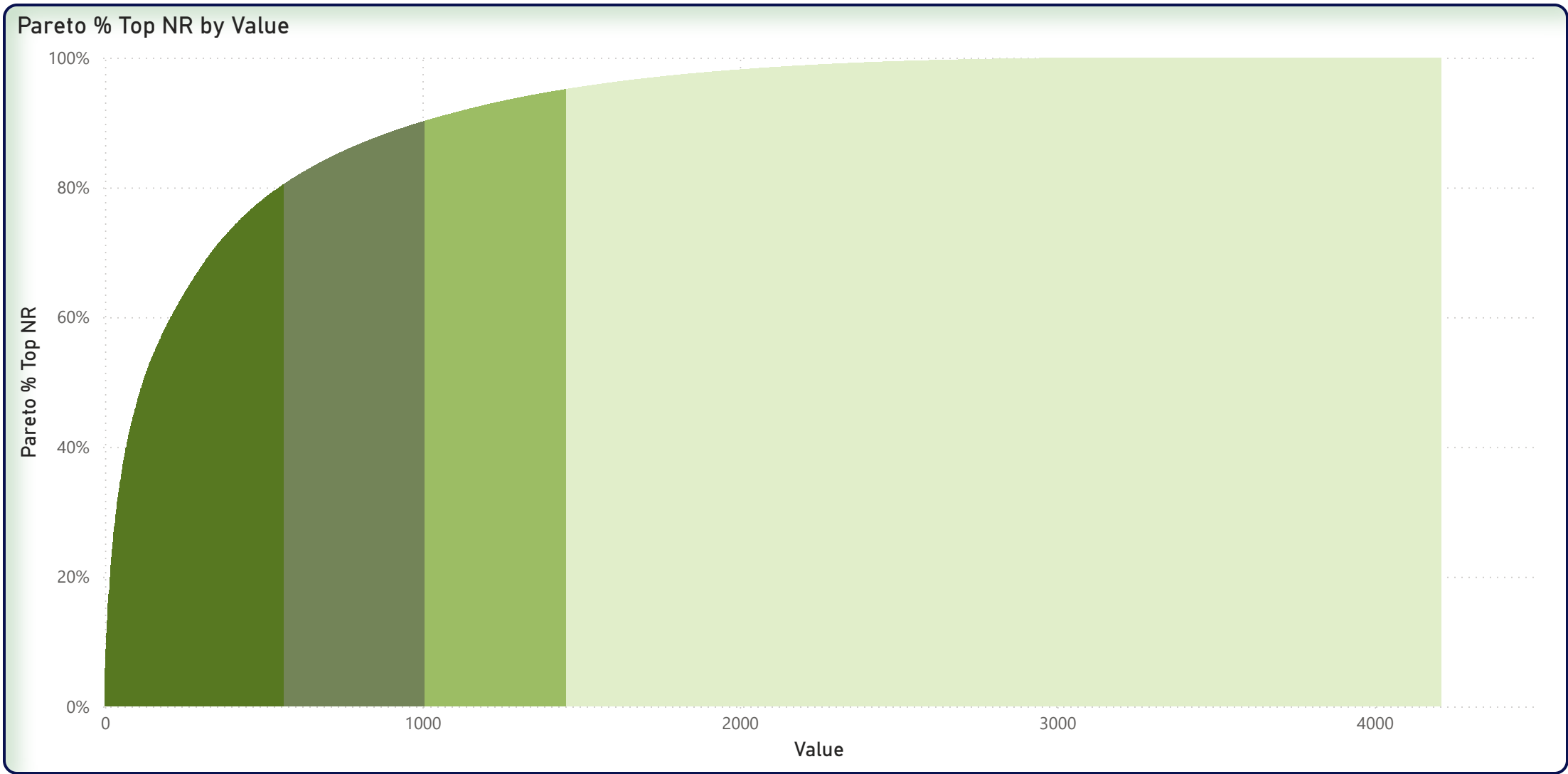
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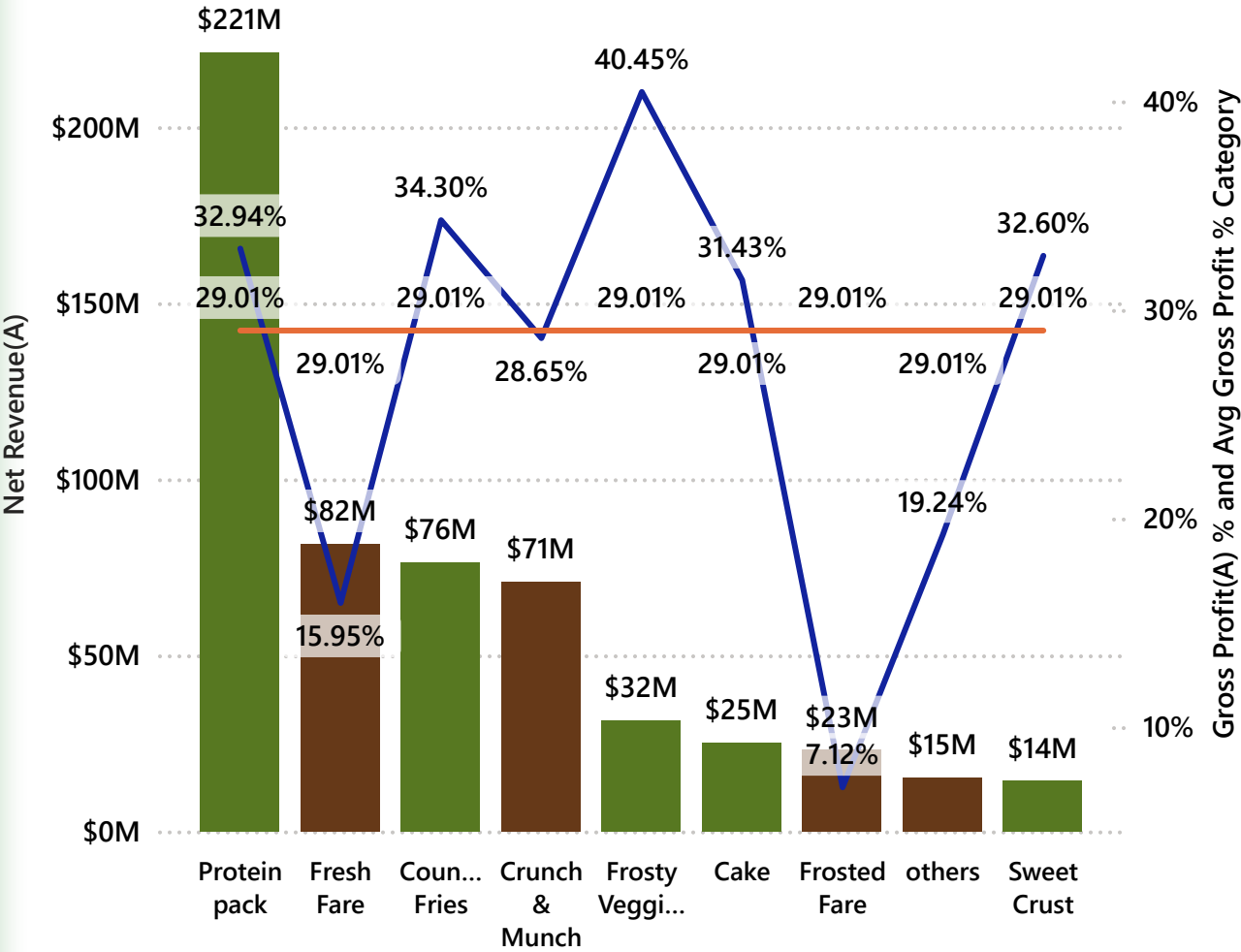
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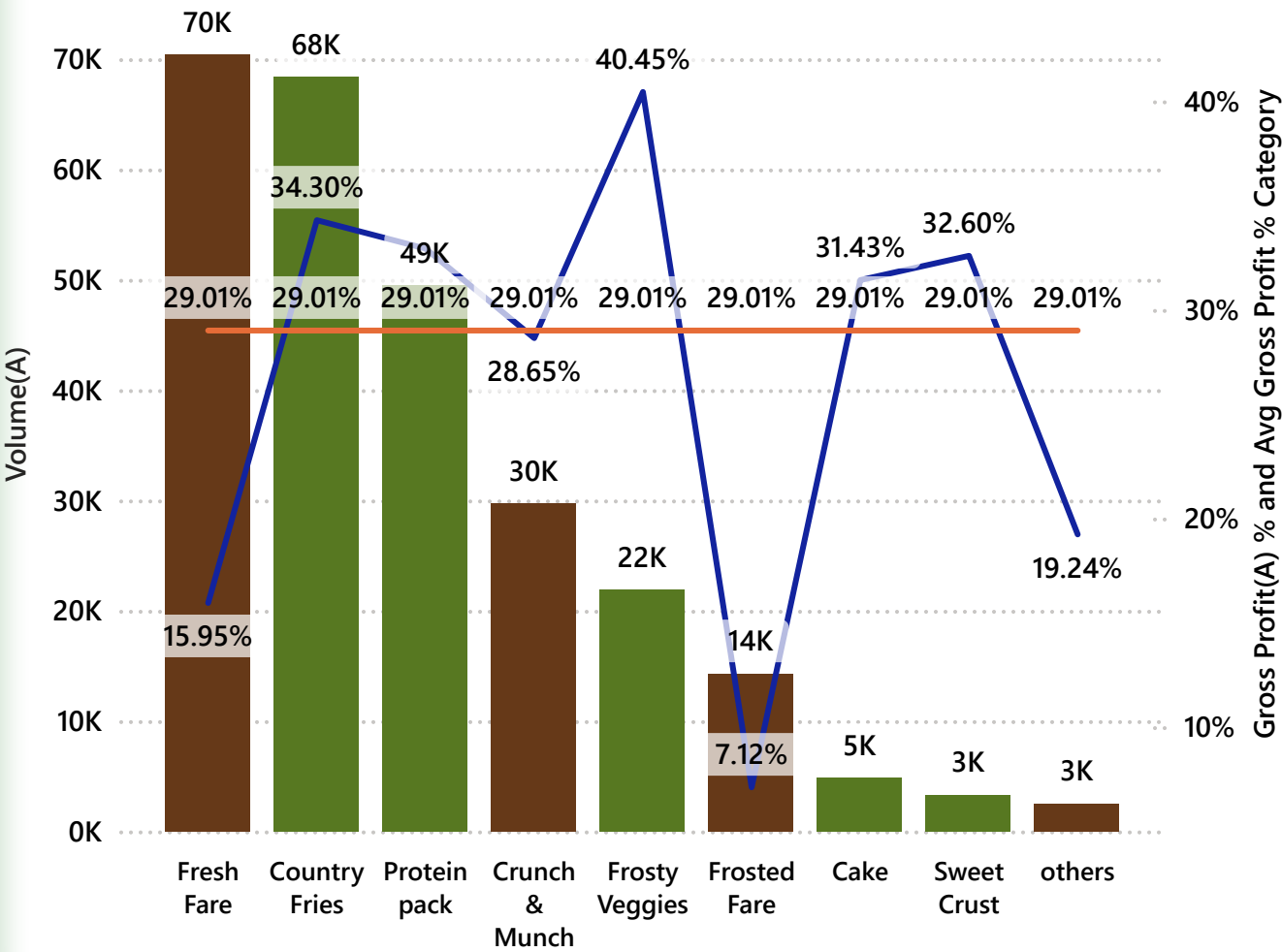
Net Revenue(A), Gross Profit(A) % and Avg Gross Profit % Category by Category

● Net Revenue(A) ● Gross Profit(A) % ● Avg Gross Profit % Category



Volume(A), Gross Profit(A) % and Avg Gross Profit % Category by Category

● Volume(A) ● Gross Profit(A) % ● Avg Gross Profit % Category



Year

2023

Month

October

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All

Category

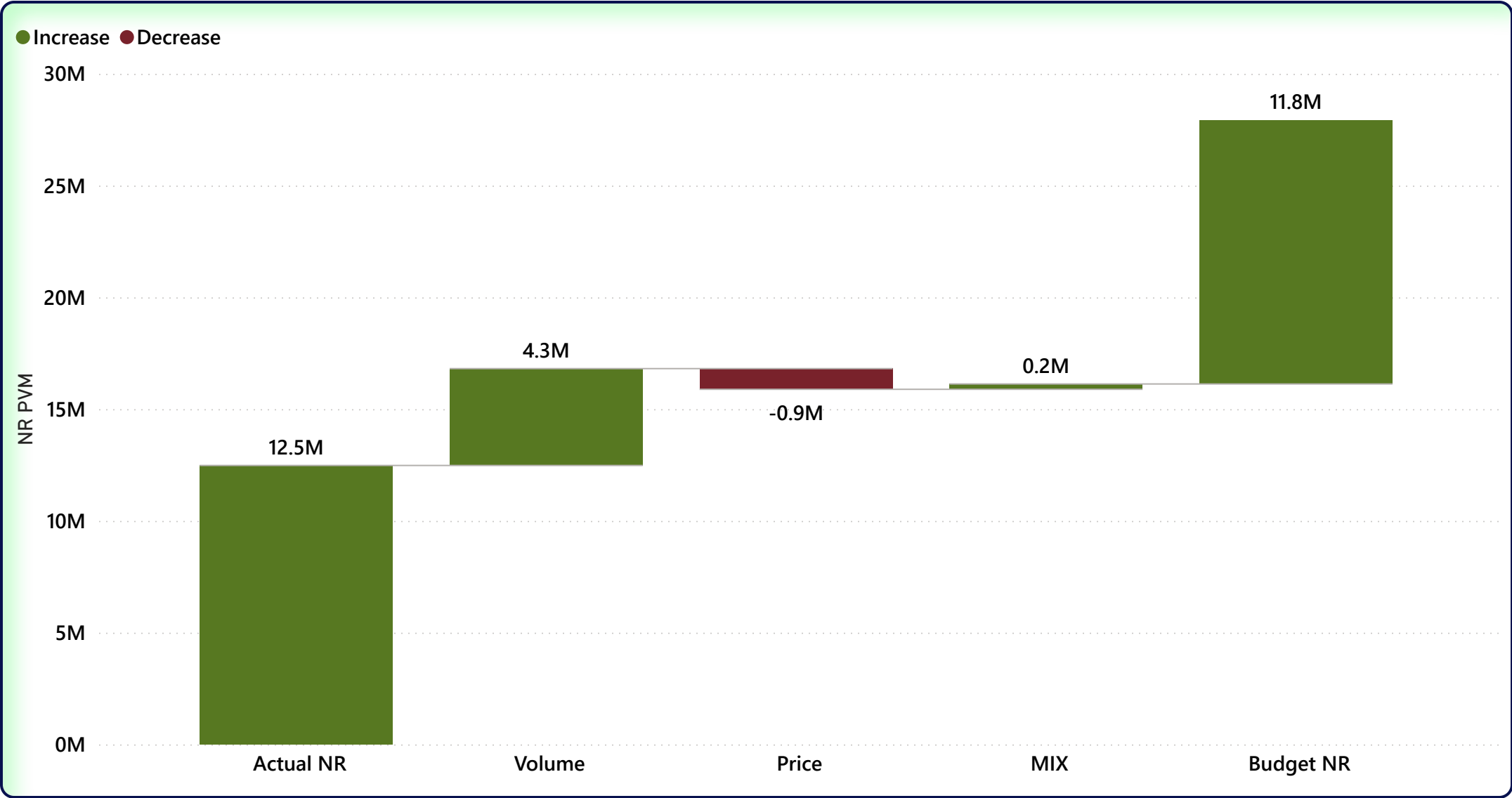
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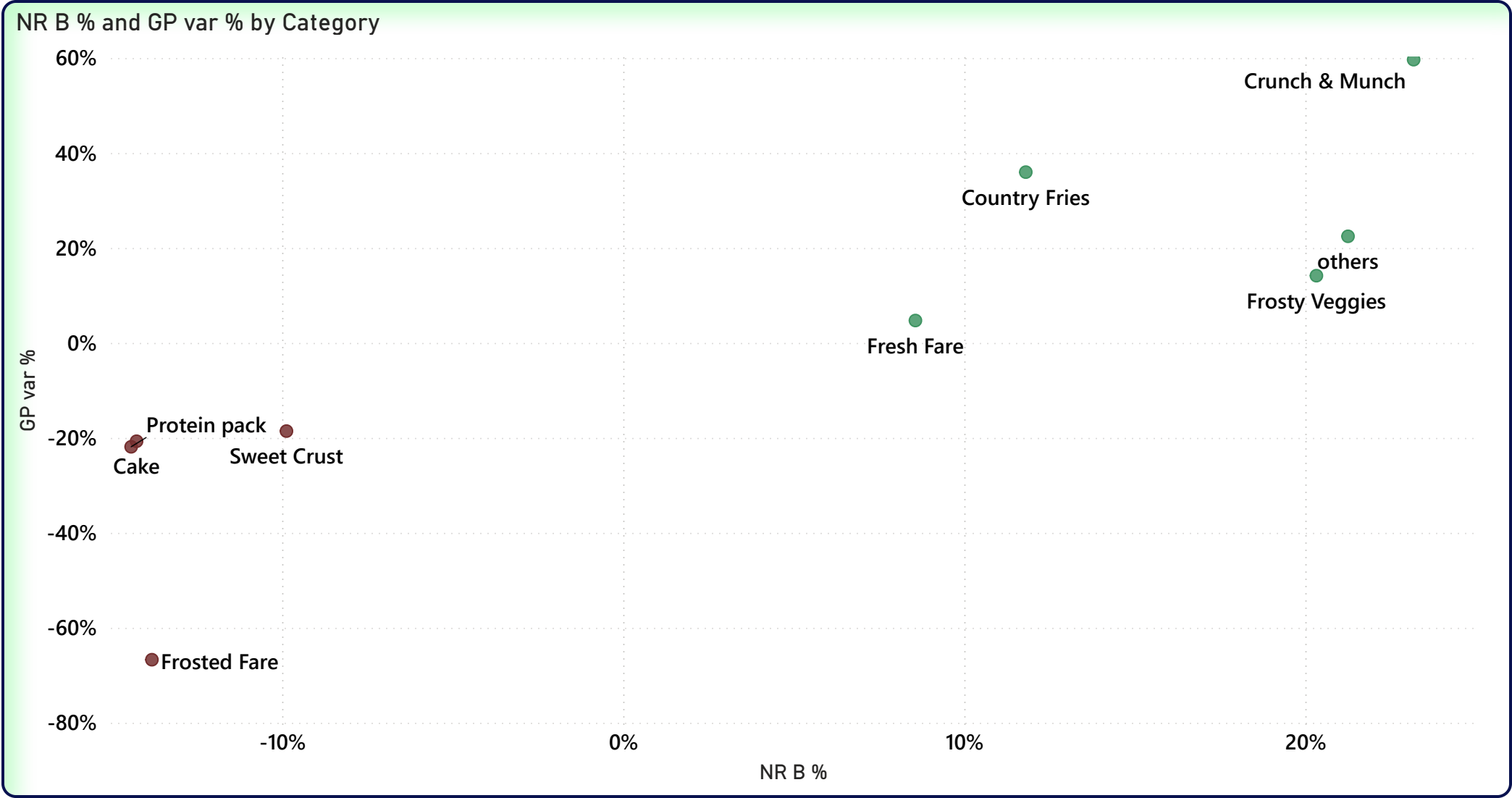
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More Meets Misses



NR VAR PARAM...

0.00

GP VAR PARAM...