**Quarterly Highlights – Q4 2024**

**CONTOSO LLC**

**Key Highlights**

* **Customer Satisfaction**: Improved Net Promoter Score (NPS) to 75, up from 70 in Q3.
* **Enrolment Increase**: Added 50 new students, boosting enrolment by 10%.

**Summary of Financial and Operational Performance**

CONTOSO LLC showed resilience in Q4 despite an annual net loss of RM 29,527.27. Strong sales in October (RM 29,352) and November (RM 28,270) reflect growing demand for daycare services. Operationally, streamlined supply chains and curriculum enhancements supported higher student satisfaction.

**Strategic Priorities for Q1 2025**

* Reduce fixed costs (e.g., salaries) by 15%.
* Launch digital learning platform to expand market reach.
* Enhance parent engagement through monthly workshops.