

UNIVERSITY OF BARISHAL



Project on “A Sales report of SR Company”

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Computer Fundamentals and Office Application

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A brief Summary of my Company

Company is a premier manufacturing firm specializing in the production of high - quality electronic goods. Since our establishment, we have been driven by a vision to innovate and excel in the electronics sector. Through our dedication to quality, cutting-edge technology, and customer satisfaction, SR Company has quickly risen to prominence, becoming a trusted and respected name in the industry. At SR Company, quality is at the core of everything we do. We believe that delivering exceptional products begins with rigorous quality control and meticulous attention to detail. Our state-of-the-art manufacturing facilities are equipped with advanced technology and operated by a highly skilled workforce. Each product undergoes stringent testing and quality assurance processes to ensure it meets the highest standards of performance and reliability. Innovation is the driving force behind SR Company success.



Products and Services



CONJUMER GOODS

- Television
- Smart Home
- Device
- Audio Device

PERSONAL GOODS

- Smart Phone
- Smart Watch
- Tablets
- Laptop

HOME'S GOODS

- Refrigerators
- Microwaves
- AC
- Washing
- Machin

BUSINESS PLAN



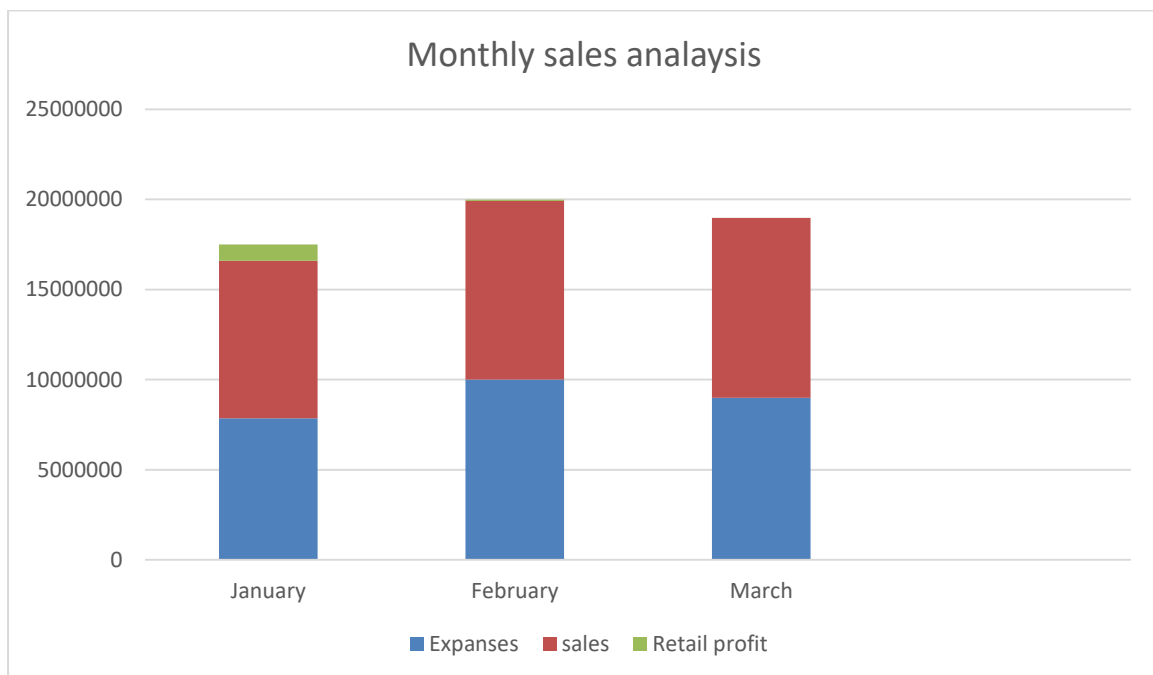
Sales and cost statistics

Company is dedicated to maintaining transparency and providing comprehensive insights

into our financial performance. Here, we present an overview of our sales and cost statistics,

highlighting our financial health and operational efficiency.

Month	Expanses	Sales	Retail profit	Loss\Profit
January	7854500	8750000	895500	Profit
February	9998300	9920000	-78300	Loss
March	8985700	10000000	1014300	Profit

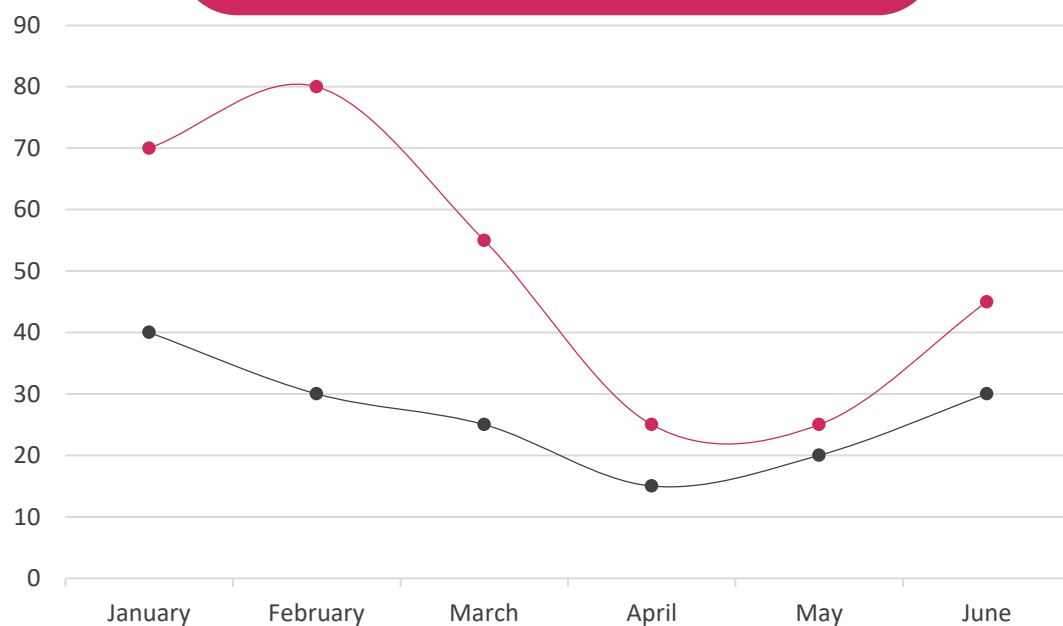


4.1 Sales Performance:

Our sales performance reflects the strong demand for our high-quality electronic goods. We continually strive to meet and exceed our sales targets by innovating our product offerings and expanding our market reach.

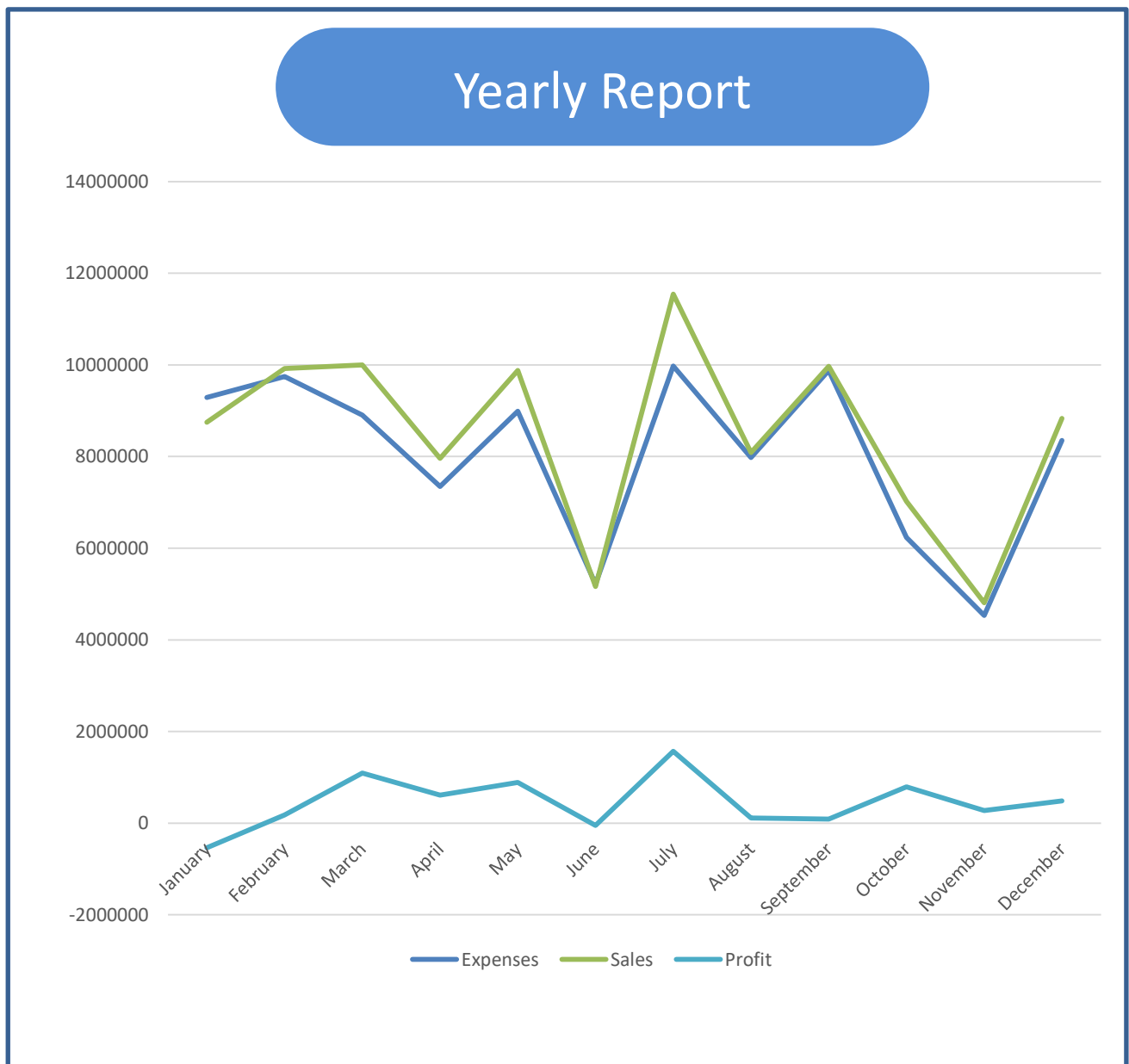
Name	Total Sold	Total Unsold
Personal Devices	60%	40%
Electronics Devices	75%	25%
Accessories	30%	70%
Home Applications	94%	6%

Products Sales



4.1.1 Annual Sales Growth:

Over the past fiscal year, SR Company has experienced a significant increase in sales revenue, reflecting our expanding customer base and successful market penetration strategies.



4.1.2 Product Category Sales:

Detailed sales statistics across various product categories, including consumer electronics, personal devices, home appliances, and industrial electronics, demonstrate balanced growth and diversification.

4.2 Cost Management:

Effective cost management is crucial to maintaining profitability and ensuring sustainable growth. SR Company is committed to optimizing our cost structure while maintaining the highest standards of quality and innovation.

4.2.1 Cost of Goods sold (COGS):

Our COGS includes the direct costs attributable to the production of our electronic goods. This includes raw materials, labor, and manufacturing overhead. We continuously seek to streamline our production processes to reduce COGS without compromising on quality.

4.2.2 Operational Expenses:

These include costs associated with marketing, research and development, administration, and other operational activities. By implementing cost-control measures and improving operational efficiencies, we manage to keep these expenses in check while fostering innovation and market expansion.

4.2.3 Research and Development Investment:

A significant portion of our budget is allocated to drive innovation and stay ahead in the competitive electronics market. This investment ensures that we continue to offer cutting-edge products that meet the evolving needs of our customers.



4.2.4 Sustainability Initiatives:

We also invest in sustainable practices, including energy-efficient manufacturing processes and eco-friendly product designs. These initiatives may incur additional costs, but they are essential for our long-term sustainability and corporate responsibility goals.

4.3 Financial Highlights:

Here are some key financial metrics that provide a snapshot of Company financial performance.

4.3.1 Total Revenue:

A clear indicator of our sales success, showing the total income generated from our product sales.

4.3.2 Gross Profit Margin:

This metric reflects the efficiency of our production processes and our ability to manage production costs relative to sales revenue.

4.3.3 Net Profit:

The bottom line that represents our profitability after accounting for all expenses, including COGS, operational expenses, taxes, and other costs.

5. Conclusion:

In summary, the SR Group's annual sales report indicates a robust performance, characterized by a notable increase in revenue across key segments. The strategic initiatives implemented throughout the year, including targeted marketing campaigns and enhanced customer engagement, have significantly contributed to this growth.

The diverse product portfolio has proven resilient in adapting to market trends, while our investment in technology has streamlined operations and improved customer experience. However, challenges such as supply chain disruptions and shifting consumer preferences underscore the need for ongoing agility and innovation.

Looking ahead, the SR Group is well-positioned to capitalize on emerging opportunities. By focusing on sustainability and further enhancing our digital capabilities, we can continue to drive growth and maintain a competitive edge in the marketplace. Overall, the results affirm our commitment to excellence and set a solid foundation for the upcoming year.