

Kamel Potteries - Top Selling Customers Report

2024 & 2025 Sales Analysis

2024 TOP CUSTOMERS BY REVENUE

Rank	Customer	2024 Revenue	Market Share
1	Egg Designs	R435,198.70	30.8%
2	Art Culture Alliance Foundation	R360,054.90	25.5%
3	Vegmore Distribution	R295,409.35	20.9%
4	African Paper Products	R180,000.00	12.7%
5	Mathnwu Pottery (Zulu Mult Purpose Center)	R123,205.78	8.7%
6	Roti and Chai Distribution Center	R34,424.80	2.4%

2024 Total Revenue: R1,428,293.53

2025 TOP CUSTOMERS BY REVENUE (Through August)

Rank	Customer	2025 Revenue	Market Share
1	African Paper Products	R178,776.70	41.1%
2	Vegmore Distribution	R177,950.05	40.9%
3	Egg Designs	R48,999.50	11.3%
4	Kamel Potteries	R27,619.60	6.4%
5	Roti and Chai Distribution Center	R6,557.60	1.5%

2025 Total Revenue (to August): R434,903.45

KEY INSIGHTS & TRENDS

Top Performance Changes

- African Paper Products: Minimal decrease (R180K → R178.8K) but now #1 customer in 2025
- Vegmore Distribution: Significant decline (R295.4K → R178K) - down 39.7%
- Egg Designs: Major decline (R435.2K → R49K) - down 88.7%

Customer Retention

- Retained Customers: 4 out of 6 top customers continued in 2025
- Lost Customers: Art Culture Alliance Foundation, Mathnwu Pottery
- New/Emerging: Kamel Potteries (internal/related entity?)

Revenue Analysis

- **2024 vs 2025 Performance:** Significant overall decline
- **Monthly Average 2024:** R119,024
- **Monthly Average 2025 (*Jan-Aug*):** R54,363
- **Projected 2025 Full Year:** R651,544 (54% decline vs 2024)

Customer Concentration Risk

- **2024:** Top 3 customers = 77.2% of revenue
 - **2025:** Top 3 customers = 93.3% of revenue
 - **Increased dependency** on fewer large customers
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RECOMMENDATIONS

1. **Investigate Egg Designs relationship** - 88% revenue drop needs immediate attention
 2. **Strengthen partnerships** with African Paper Products and Vegmore Distribution
 3. **Diversify customer base** to reduce concentration risk
 4. **Re-engage lost customers** (Art Culture Alliance Foundation, Mathnwu Pottery)
 5. **Develop new customer acquisition strategy** for second half of 2025
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Report generated from Kamel Potteries sales data

Data period: 2024 (full year) vs 2025 (January - August)