



INSIGHT FROM FINANCE ANALYTICS

These insights can assist AtliQ Hardwares in making informed **financial decisions** for the upcoming years. It is essential for the company to balance its growth with cost-effective measures to maintain profitability and potentially explore strategies to enhance the gross margin in certain markets.

FISCAL YEAR 2019:-

1. **Net Sales Growth:** AtliQ Hardwares experienced a substantial increase in net sales from 2019 to 2020, with a growth rate of **204.5%**. This indicates a significant expansion of the company's sales during this period.
2. **Cost of Goods Sold (COGS):** COGS also increased in line with net sales, demonstrating that the company was able to manage its costs effectively in response to higher sales.
3. **Gross Margin:** The gross margin **increased** from **2019 to 2020**, reflecting that the company was able to maintain profitability while scaling up its operations.
4. **Gross Margin Percentage (GM%):** Although there was a slight decrease in **GM% (from 41.4% to 37.3%)**, it remained relatively healthy, indicating efficient cost management.

FISCAL YEAR 2020:-

1. **Continued Growth:** Net sales continued to grow in 2020, reaching **\$196.7 million**, which is a significant increase compared to 2019.
2. **Cost Management:** The company effectively controlled COGS as it scaled up its operations, maintaining a reasonable margin.
3. **Gross Margin:** Gross margin also increased, reflecting the company's ability to maintain profitability.
4. **GM% Stability:** Despite the increase in sales, the GM% remained relatively stable at **37.3%**, indicating efficient cost control measures.

FISCAL YEAR 2021:-

1. **Remarkable Growth:** 2021 witnessed a substantial increase in net sales, reaching **\$598.9 million**, indicating an impressive **204.5%** growth compared to 2020.
2. **Challenges Ahead:** However, the GM% slightly decreased from **37.3%** to **36.4%**, which suggests that the company may need to focus on optimizing costs to maintain profitability in the face of rapid growth.

MARKET ANALYSIS (FY 2021):-

1. **Market-Specific Insights:** The P&L statement for FY 2021 provides a breakdown of net sales, COGS, gross margin, and GM% for different markets, offering valuable insights into the performance of various regions.
2. **Profitability Across Markets:** The gross margin percentages for different markets vary, highlighting areas where the company may need to focus on cost management or pricing strategies.
3. **Top Performing Markets:** **South Korea** and the **USA** appear to be the most profitable markets in terms of gross margin.

Recommendation: Strengthen profitability by tightening cost controls in weaker-margin markets, while capitalizing on strong performers like the USA and South Korea.