

# **RECOMMENDATIONS FOR BI 360:**

1. **APAC Region is lowest in GM% Variance.** In nov 2021, **GM%** is **(-9.48%)** which is further **lowest in Gaming Laptop** with **(-8.36%)** value. So, **marketing team** should find out ways to fill the gap **between GM% & GM% target**.
2. **Operational Expenses cost** must be **maintained** properly to avoid **declining net profit %**.
3. **Senior executive** should **meet** with **sales executive** of **Distributor and Direct** channel for **more revenue contribution %**.
4. **Supply chain management** should keep **PC** division such as **gaming, business and personal laptops** in **excess** inventory as it was **out of stock** in spite of having **highest revenue**.
5. **Senior executive** should **meet** with **sales executive** with **Flipkart (3.7%)** and **Sage (3.4%)** for **more revenue contribution %**.