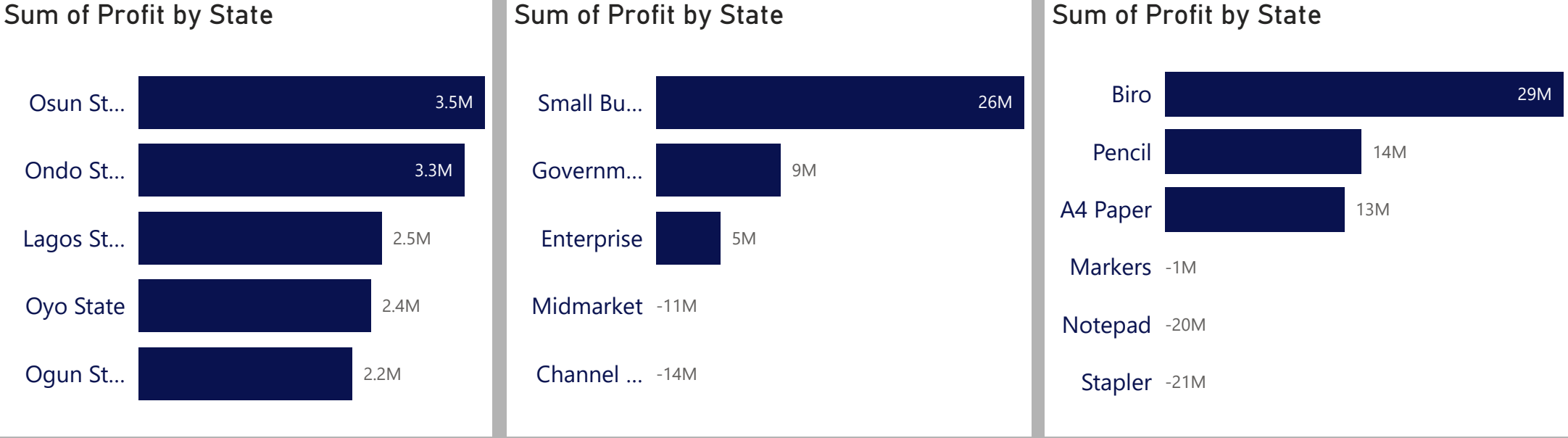
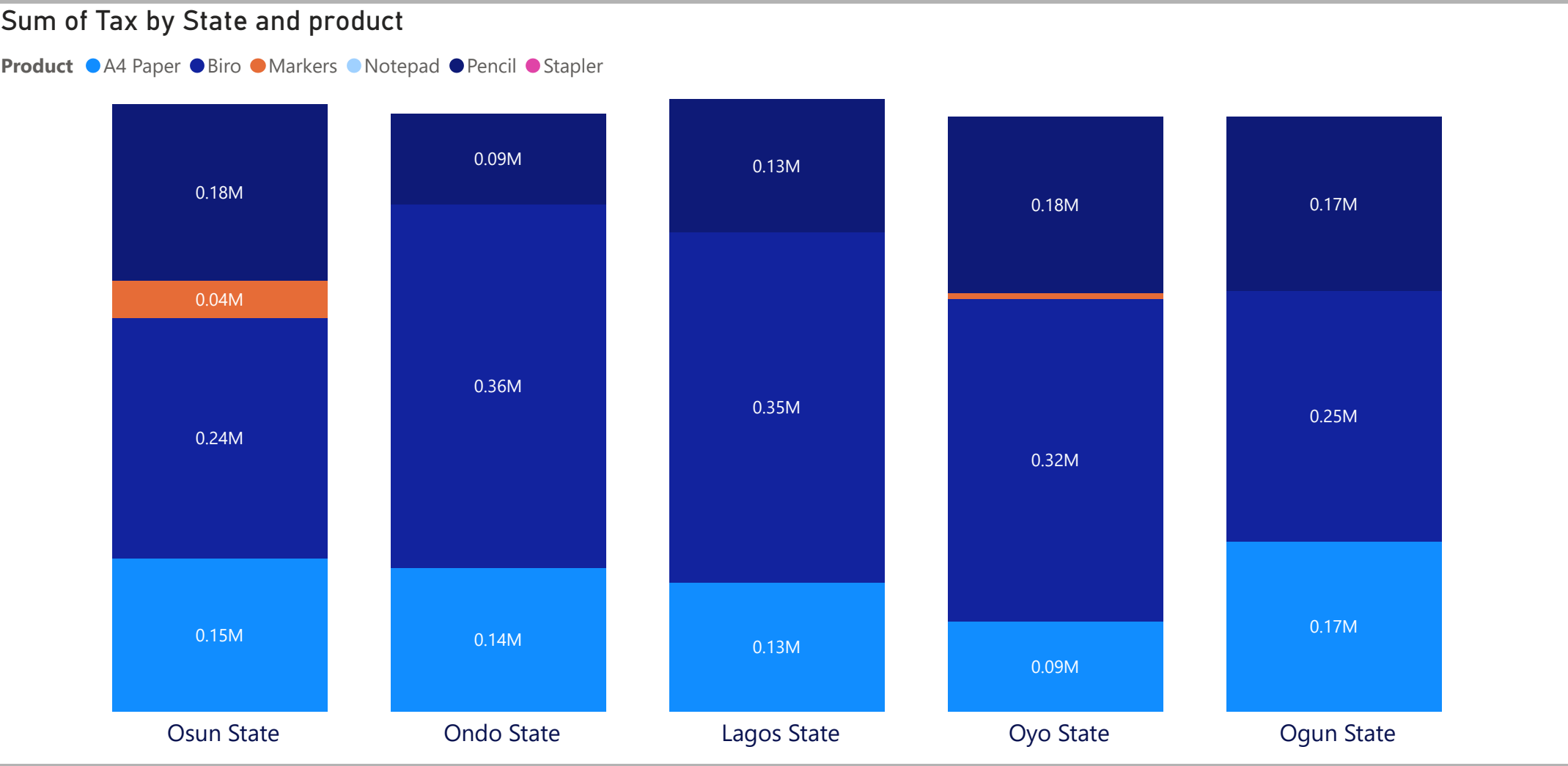
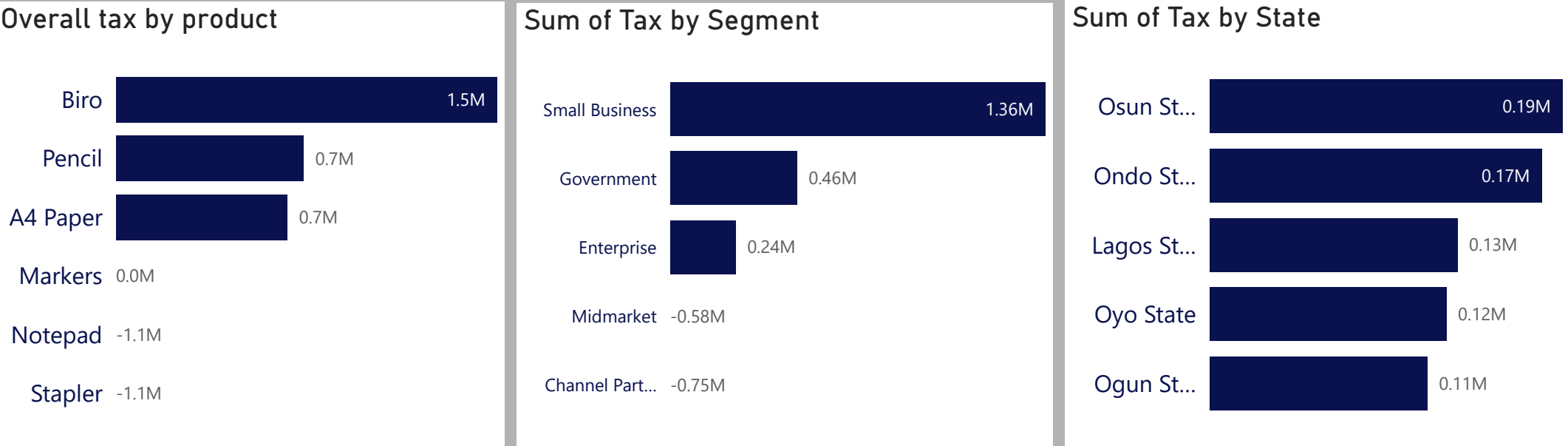
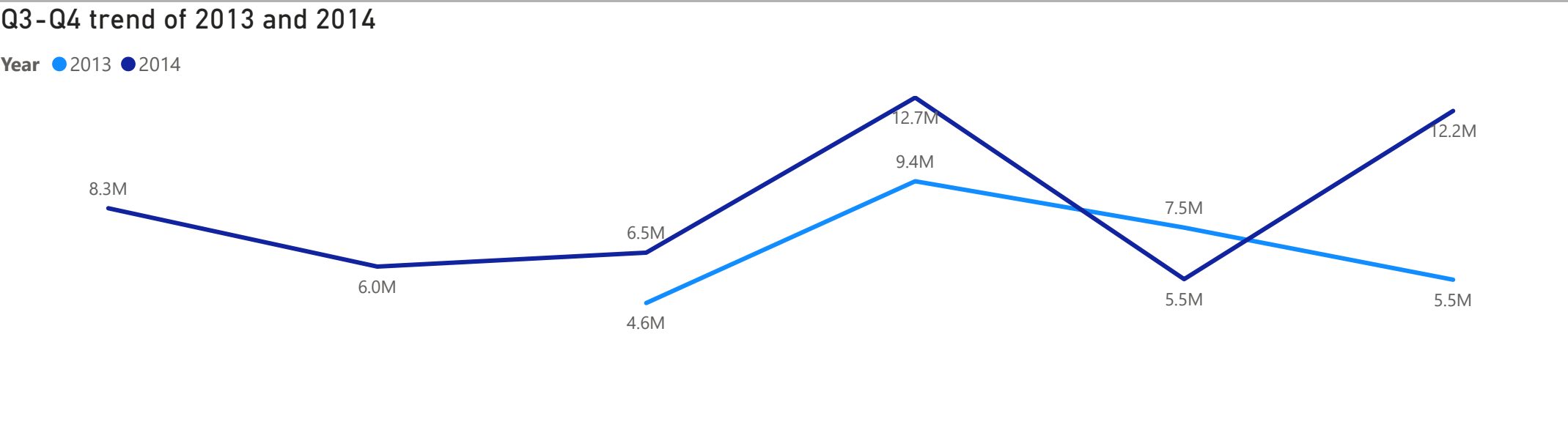
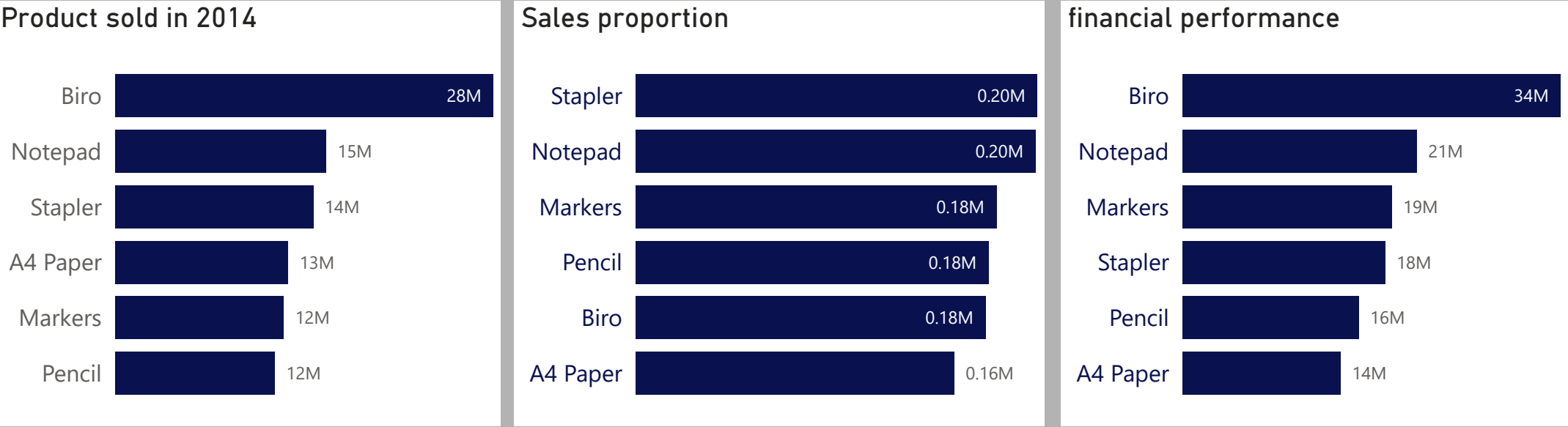
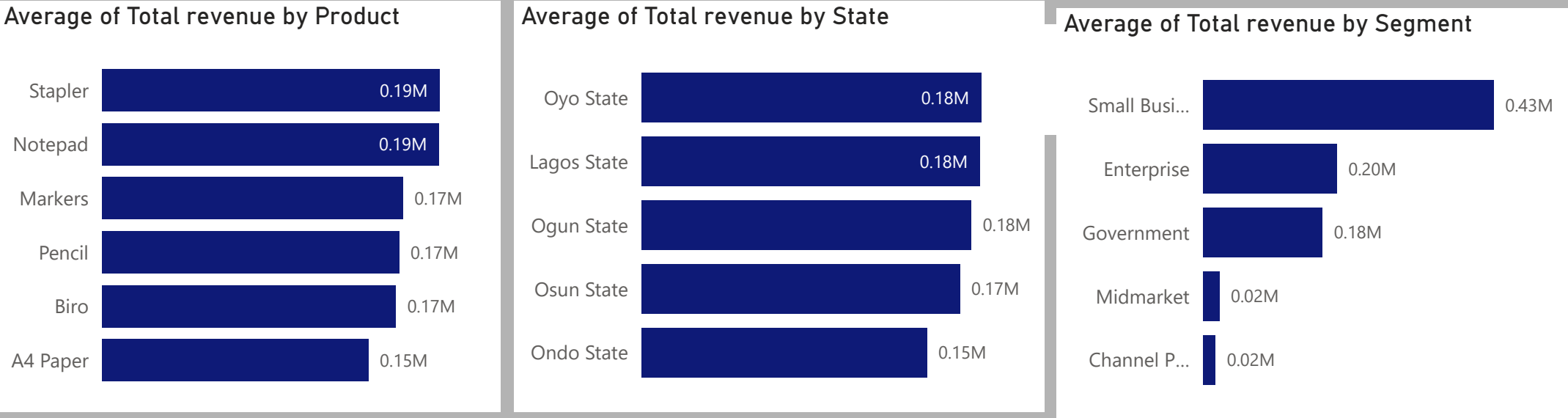
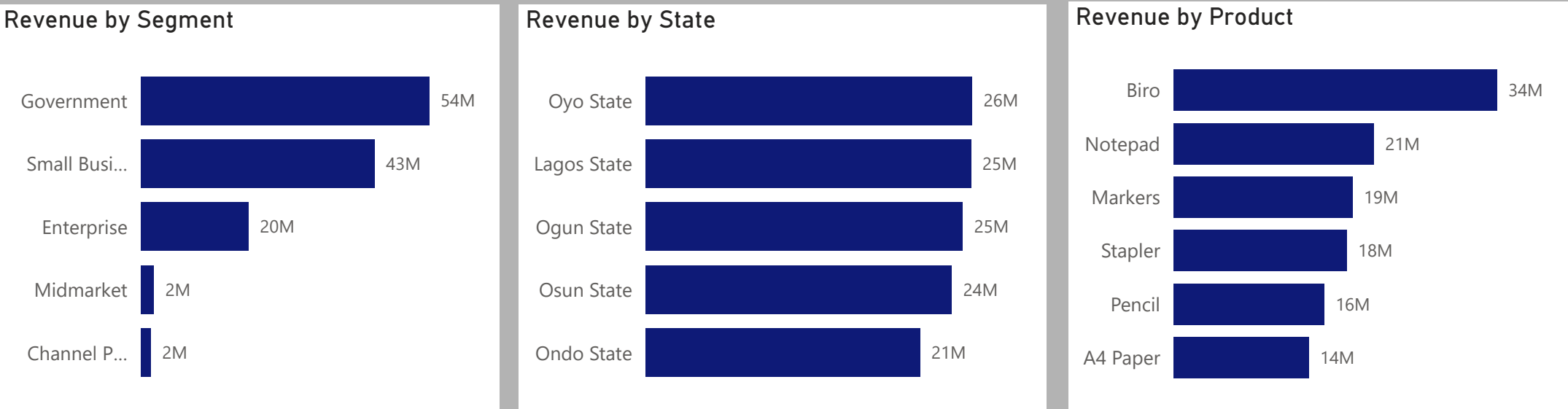
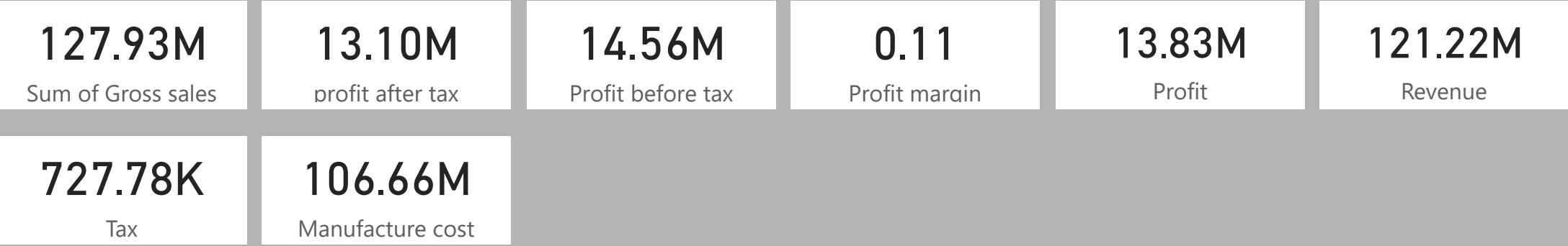


Office Supply Dashboard



Insights

- Biro lead sales but Stapler and Notepads is the biggest revenue driver.
- Marker, Pencil and A4 paper are relatively close , have low impact but A4 paper is the weakest performer and needs improvement.
- Sales peaks in Q4-2014 (October and November) with high demand products (Biro and Notepads)

Recommendations

- Continue investing in Biro , Stapler and Notepads to maintain sales and revenue.
- Enhance sales with marketing and product variation.
- Boost Pencil and A4 paper performance through pricing strategies and bundling offer.