



AtliQ Hardware-Business Insights 360

Recommendations

- APAC Region is lowest in GM% Variance. In November 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.
- Operational Expenses cost must be maintained properly to avoid declining net profit %.
- Senior executive should meet with sales executive of Distributor and Direct channel for more revenue contribution %.
- Supply chain management should keep PC division such as gaming, business and personal laptops in Excess Inventory as it was out of stock despites of having highest revenue.
- Senior executive should meet with sales executive with Flipkart (3.7%) and Sage (3.4%) for more revenue contribution %.