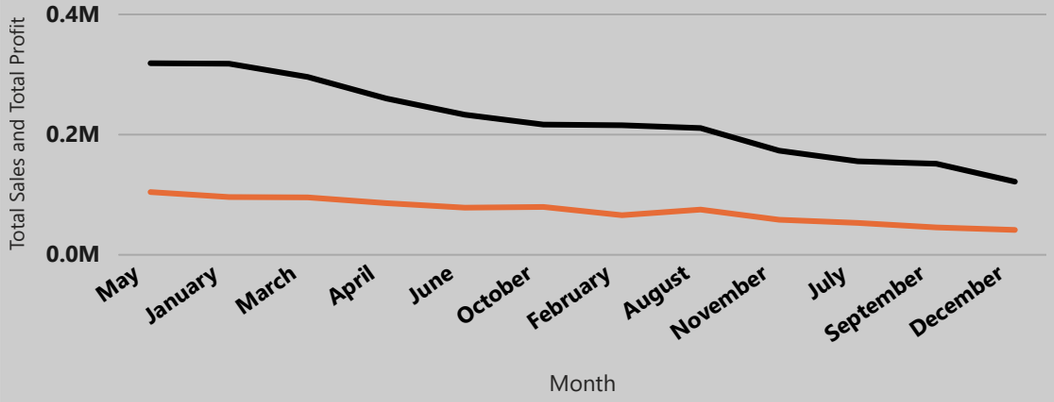
3M
Total Sales

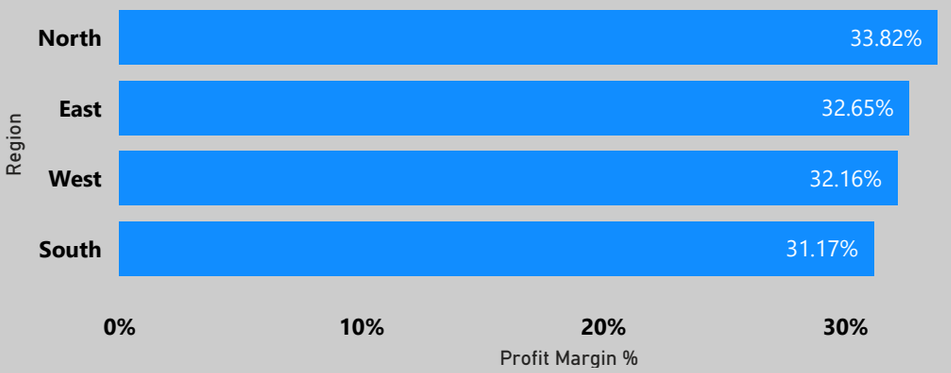
861K
Total Profit

32.5%
Profit Margin %

Sales Growth outpaces profit over time



South Region Shows lowest Profit Margin despite Growth



Category	Hardware		Software		Total	
Segment	Total Sales	Profit Margin %	Total Sales	Profit Margin %	Total Sales	Profit Margin %
Enterprise	4,25,671.00	33.41%	4,09,166.00	32.60%	**8,34,837.00**	**33.01%**
Mid-Market	4,44,371.00	31.23%	4,47,954.00	34.18%	**8,92,325.00**	**32.71%**
SMB	4,90,555.00	31.20%	4,34,851.00	32.31%	**9,25,406.00**	**31.72%**
Total	**13,60,597.00**	**31.90%**	**12,91,971.00**	**33.05%**	**26,52,568.00**	**32.46%**

East | North | South | West

"South drives revenue growth, but profitability lags due to structurally low margins in the Mid-Market segments"