

## **Recommendations**

1. The APAC region has the lowest gross margin (GM%) variance. In November 2021, the GM% was -9.48%, which was even lower for gaming laptops at -8.36%. The marketing team should find ways to close this gap between the actual GM% and the target GM%.
2. Operational expenses must be carefully managed to avoid declining net profit margins.
3. Senior executives should meet with sales executives from the distributor and direct sales channels to increase their revenue contribution percentages.
4. Supply chain management should maintain excess inventory for the PC division, including gaming, business, and personal laptops, as these segments had the highest revenue despite frequent stockouts.
5. Senior executives should meet with sales executives from Flipkart (3.7% revenue contribution) and Sage (3.4% revenue contribution) to further increase their revenue contribution percentages.