



TOMORROW/TQUIRE

# RESULTS AND NEXT STEPS

COMPANY RESULTS UP TO Q2 2023



# FINANCIAL & SALES

## REVENUE AND PROFIT EVOLUTION



TOMORROW/TORE

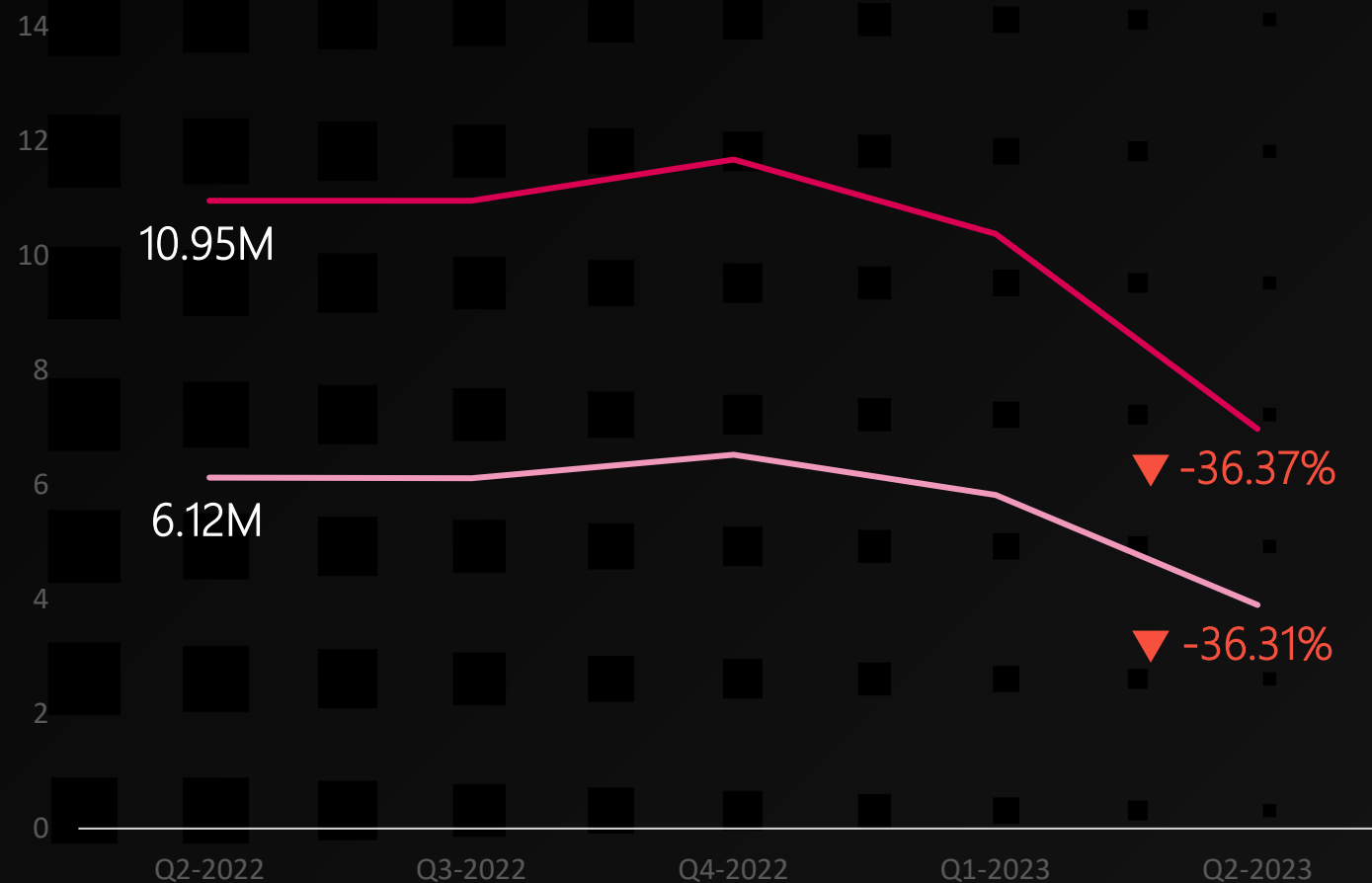
## TOTAL REVENUE

6.97 M

## GROSS PROFIT

3.90 M

## YEAR TO YEAR EVOLUTION





# STORES

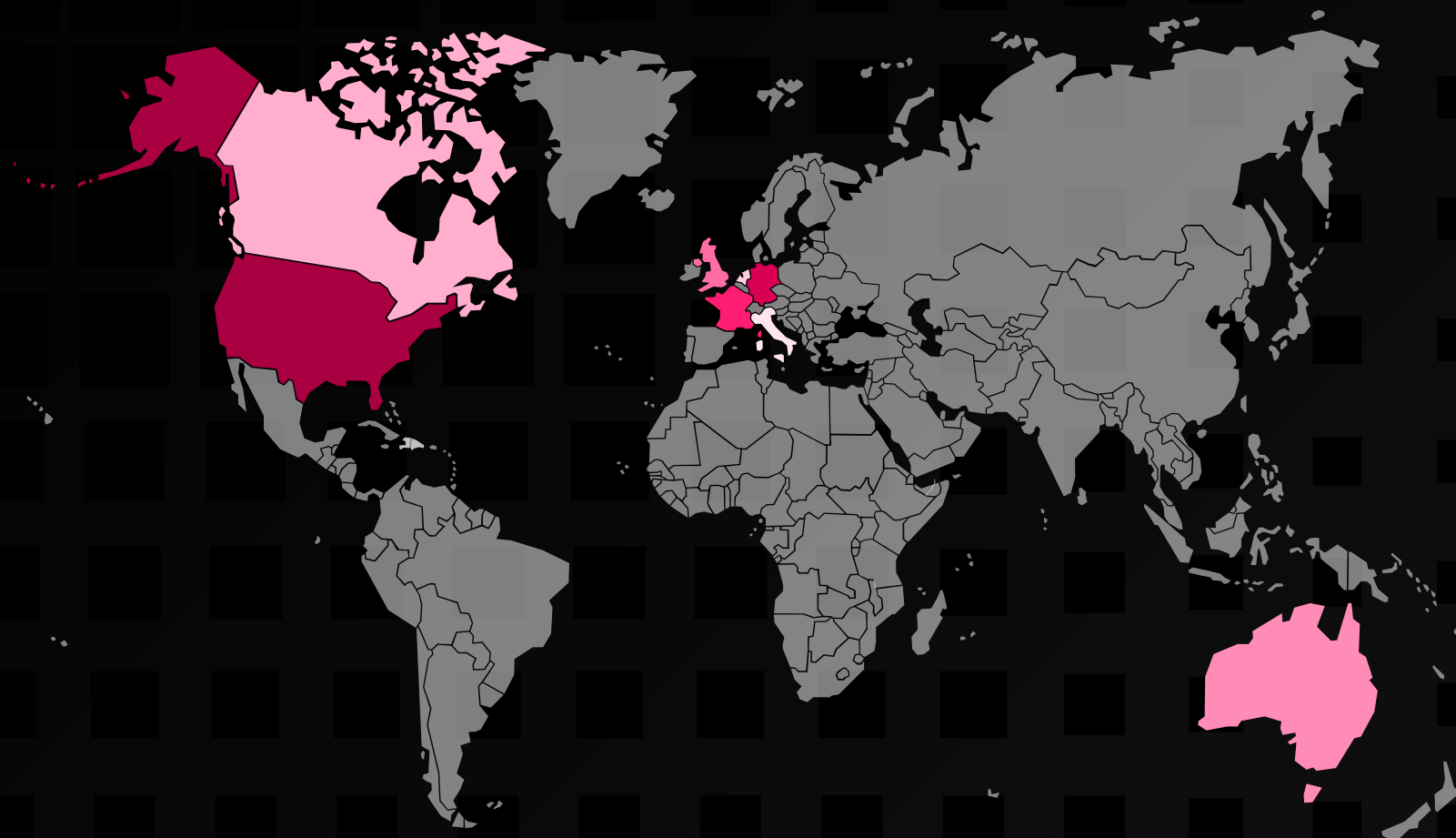
## DISTRIBUTION AND PERFORMANCE



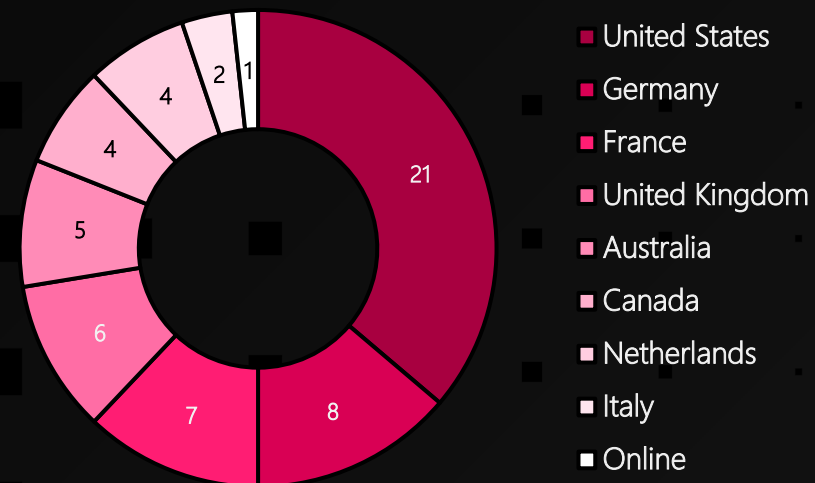
TOMORROW/TORE



# DISTRIBUTION OF STORES



NUMBER OF STORES PER COUNTRY

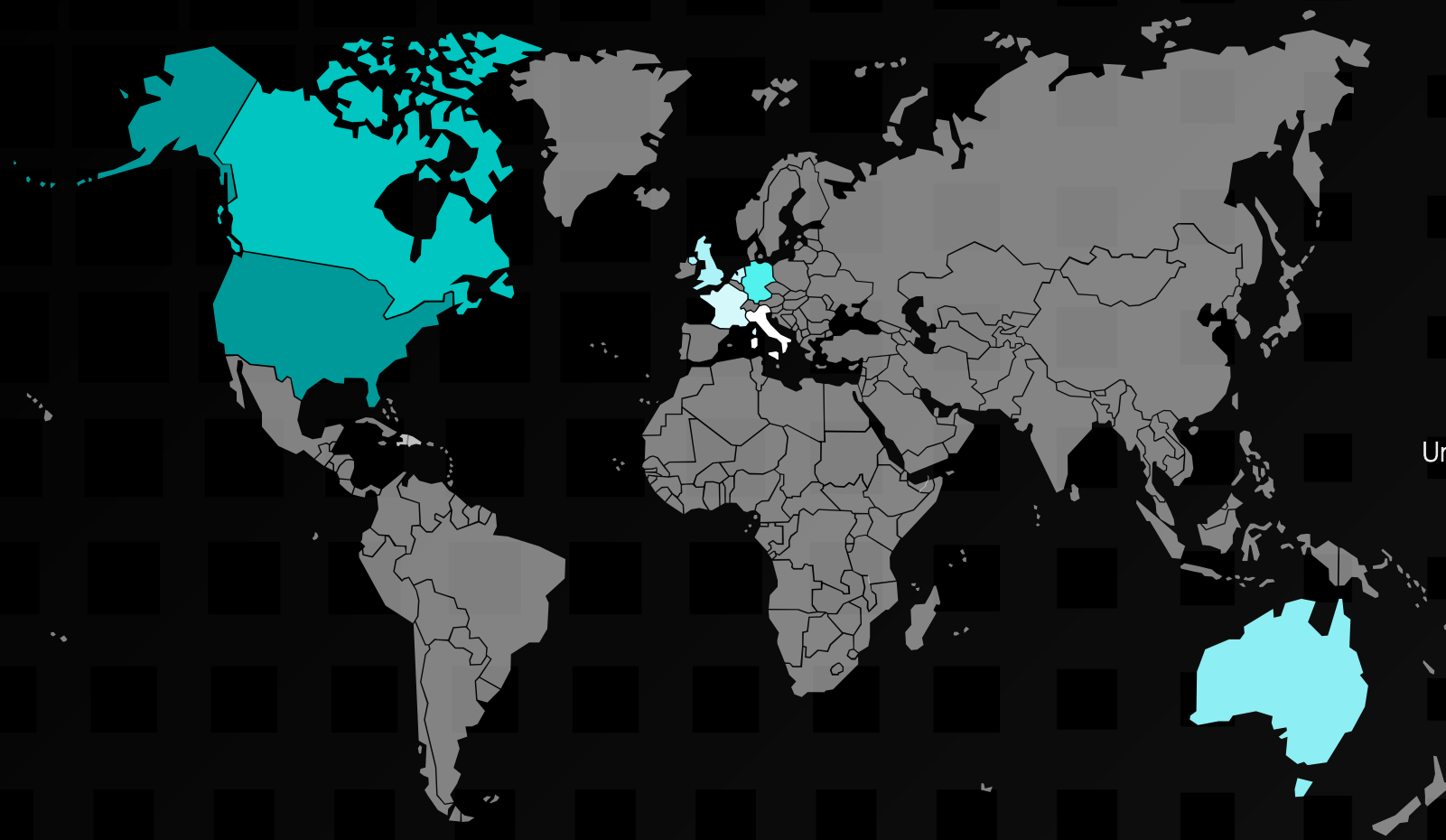




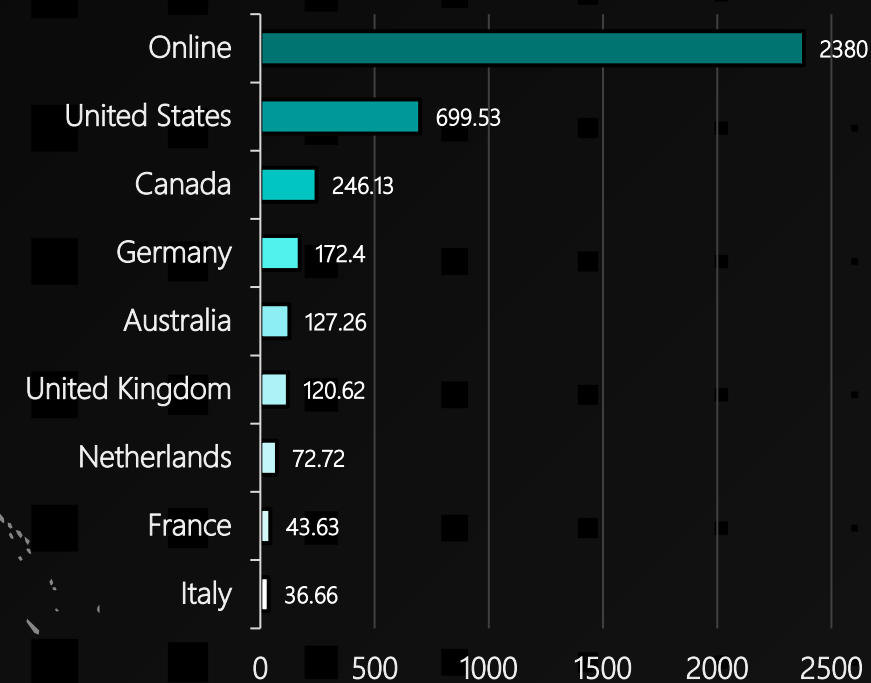


TOMORROW/TORÉ

# RANKING PER PROFIT



GROSS PROFIT (IN THOUSANDS OF DOLLARS)



# PRODUCTS

POPULAR ITEMS AND CATEGORIES



TOMORROW/TOIRE



# TOP CATEGORIES

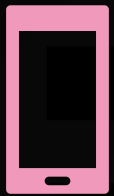
PER PROFIT



COMPUTERS



HOME APPLIANCES



CELL PHONES

PER QUANTITY PURCHASED



CELL PHONES



COMPUTERS



MUSIC, MOVIES AND AUDIO BOOKS

PER NUMBER OF CUSTOMERS



CELL PHONES



COMPUTERS



MUSIC, MOVIES AND AUDIO BOOKS



# TOP PRODUCTS

## PER PROFIT



■ Adventure Works 52" LCD HDTV X590 Silver

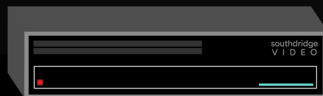


■ Adventure Works 52" LCD HDTV X590 White



■ WWI Desktop PC2.33 X2330 Black

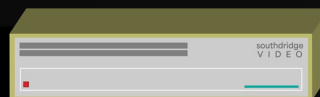
## PER QUANTITY PURCHASED



■ SV DVD Recorder L230 Grey



■ TomorrowStore DVD 7-Inch Player Portable E200 Silver

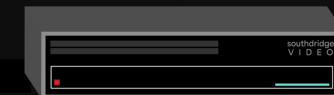


■ SV DVD Movies E100 Yellow

## PER NUMBER OF CUSTOMERS



■ SV DVD 14-Inch Player Portable L100 Black



■ SV DVD Recorder L230 Grey



■ SV DVD Recorder L200 Black



# OUR CUSTOMERS

## DEMOGRAPHICS AND HABITS



TOMORROW/TOIRE



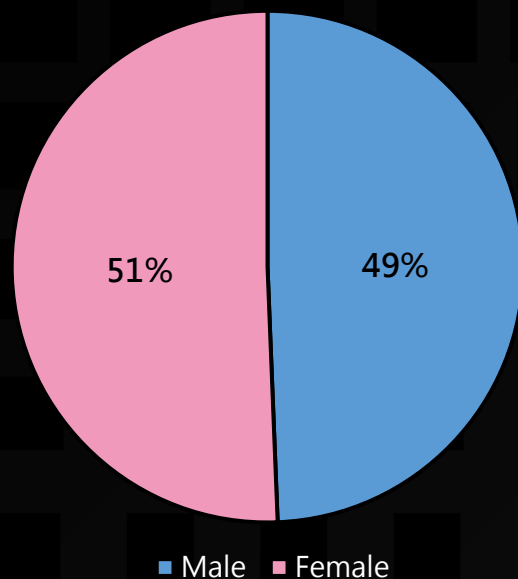
TOMORROW/TORÉ

# CUSTOMERS STATISTICS

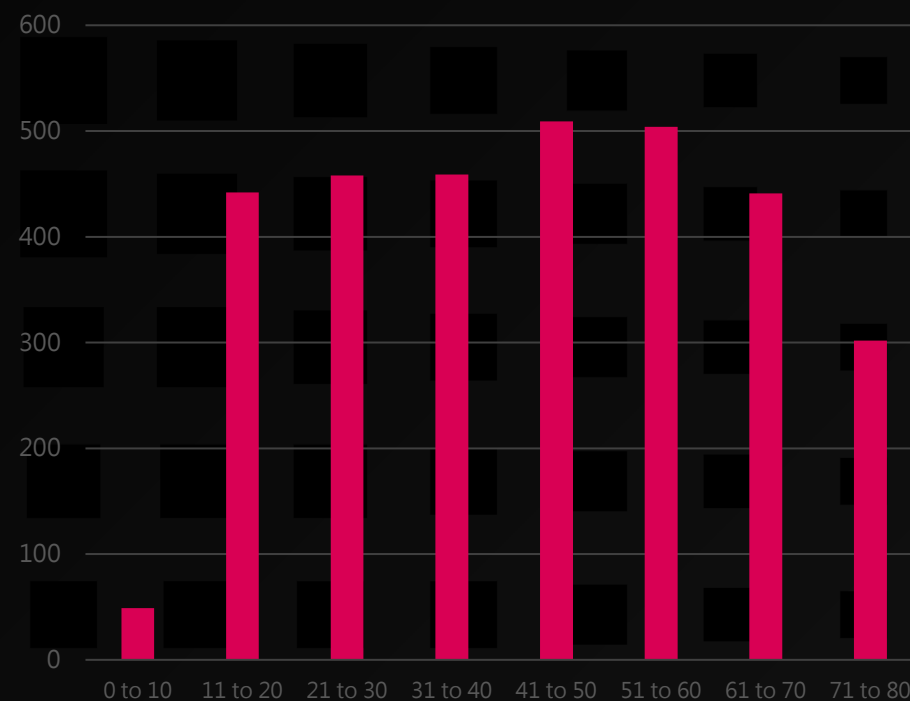
TOTAL CUSTOMERS: 3164

WITH +1 PURCHASE: 87

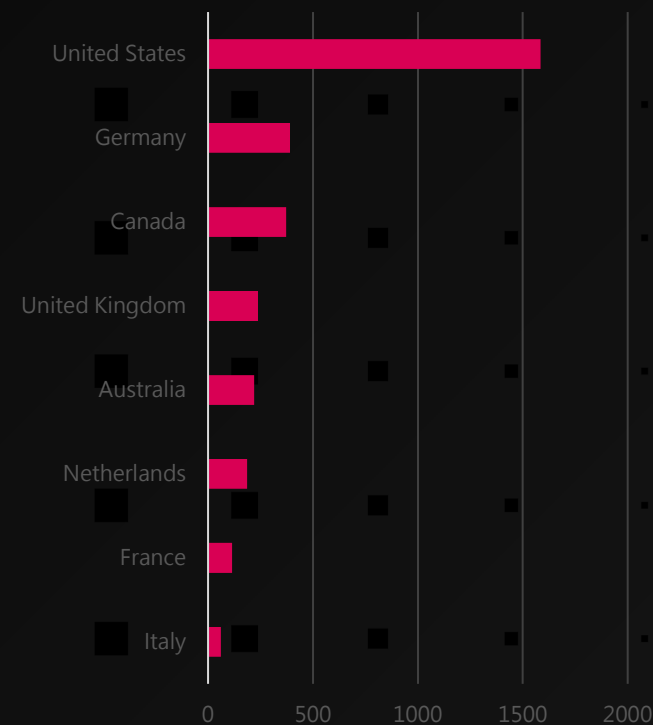
BY GENDER



BY AGE



BY COUNTRY



# KEY INSIGHTS

## OUR STRENGTHS AND WEAKNESSES



# REVENUE AND PROFIT EVOLUTION BY LOCATION OF STORES

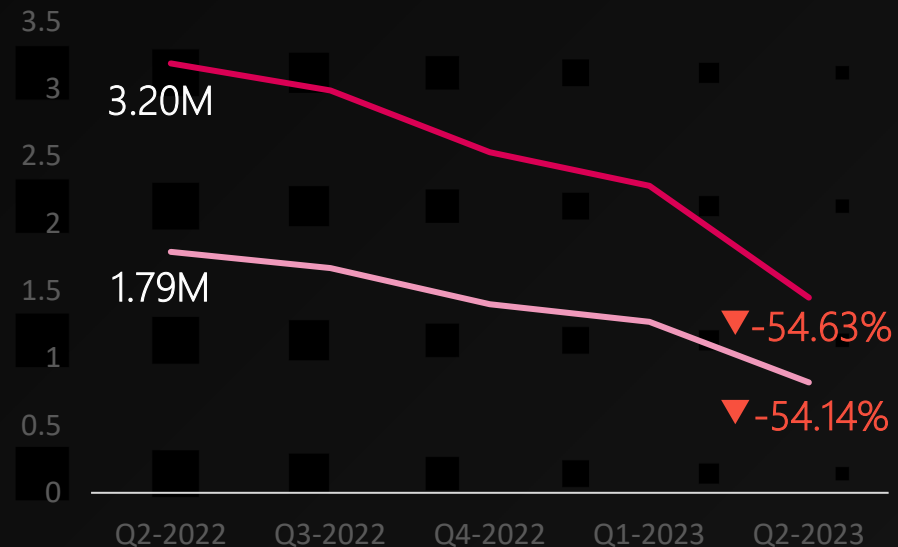
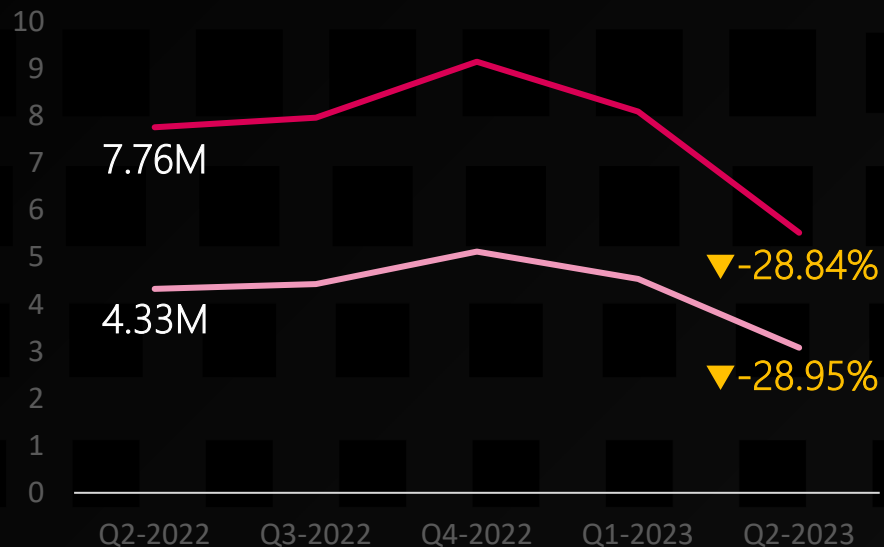


tomorrowstore.com  
+ REST OF COUNTRIES

REVENUE GROSS PROFIT  
**5.52 M** **3.08 M**



REVENUE GROSS PROFIT  
**1.45 M** **820 K**

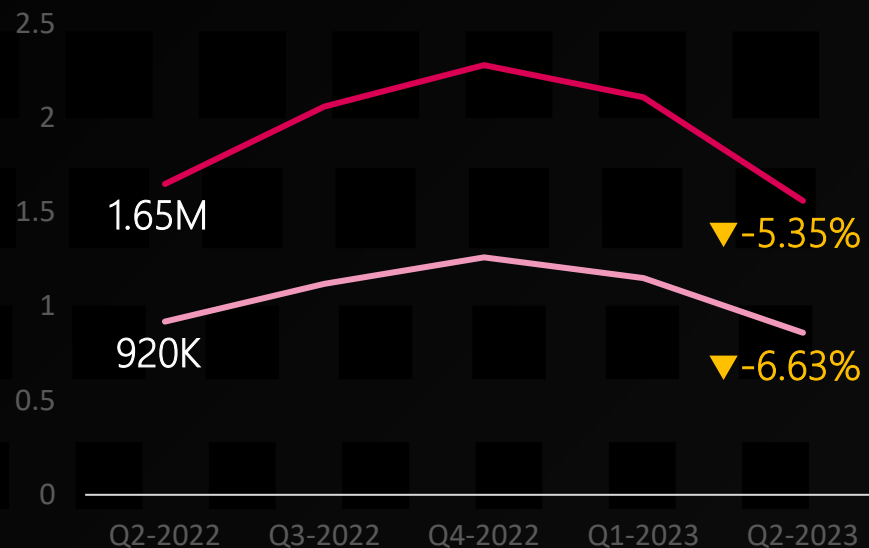




# REVENUE AND PROFIT EVOLUTION BY PRODUCT CATEGORIES

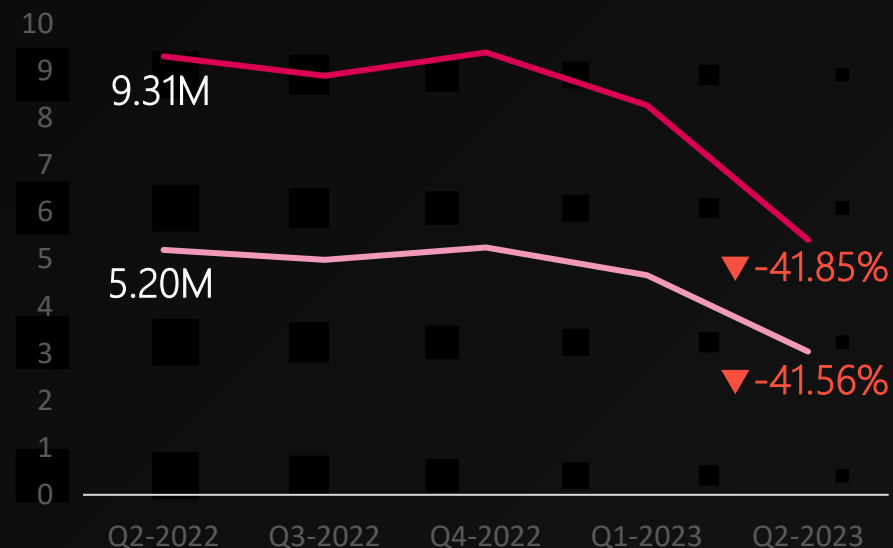
- AUDIO
- GAMES AND TOYS
- HOME APPLIANCES

REVENUE	GROSS PROFIT
1.56M	859K



- CAMERAS AND CAMCORDERS
- CELLPHONES
- COMPUTERS
- MUSIC, MOVIES AND AUDIO BOOKS
- TV AND VIDEO

REVENUE	GROSS PROFIT
5.41M	3.04M





# REVENUE AND PROFIT EVOLUTION FOR TOP PRODUCTS



■ Adventure Works 52" LCD HDTV X590 Silver



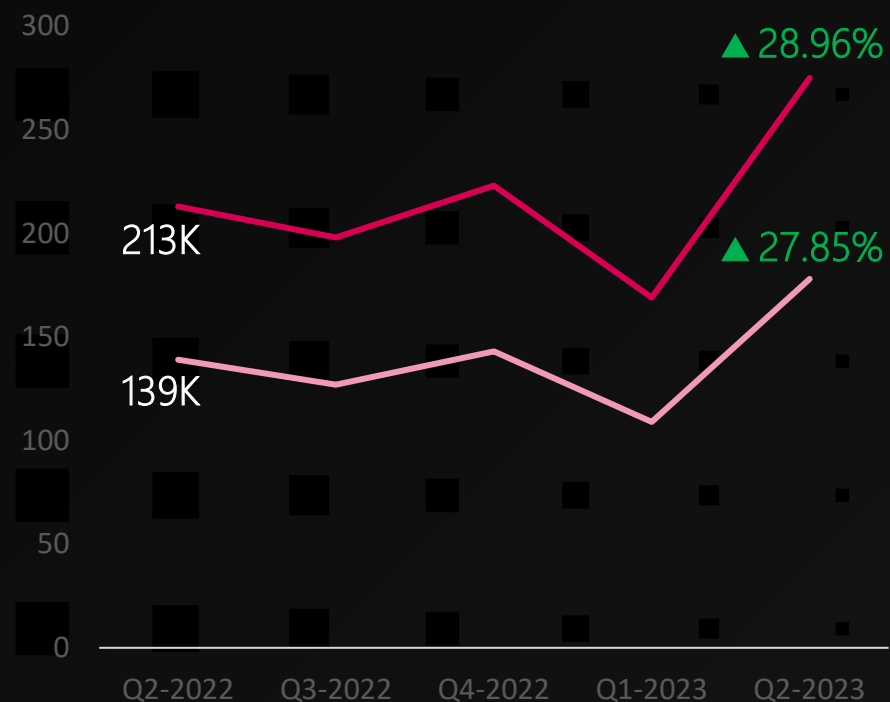
■ Adventure Works 52" LCD HDTV X590 White



■ WWI Desktop PC2.33 X2330 Black

■ Computers   ■ Music, Movies and Audio Books   ■ TV and Video

REVENUE	GROSS PROFIT
275K	178K





# CONCLUSIONS

## OUR NEXT STEPS FOR Q3



## WHAT SHOULD BE OUR NEXT STEPS FOR Q3?

- **Revert the negative tendency on profit.** Design new marketing campaigns and customer attraction strategies directed to our weaker product categories and locations (USA and UK).
- **Improve our online store.** Upgrade user experience and develop a greater internet presence, as it shows to be our main sales channel.
- **Invest on our top products.** Increase marketing efforts in our top 3 products, which have shown significant growth in sales.
- **Work on customer loyalty.** Improve our relationship with customers to increase the number of repeated purchases.