

# \$167,57K

Sales(USD)

SSBC-Sales and GPM

# \$224,21K

Sales(CAD)

Fiscal_Quarter	Q1 - 2021		Q2 - 2021		Q3 - 2021		Q4 - 2021		Total	
CustType	Sales(USD)	GPM (%)	Sales(USD)	GPM (%)	Sales(USD)	GPM (%)	Sales(USD)	GPM (%)	Sales(USD)	GPM (%)
☐ Distributor	\$25.542,00	15,57 %	\$25.902,00	14,60 %	\$24.992,00	10,86 %	\$18.000,00	9,55 %	\$94.436,00	12,91 %
Barrel's Best	\$14.742,00	10,93 %	\$16.182,00	11,69 %	\$15.272,00	11,24 %	\$6.480,00	16,56 %	\$52.676,00	11,95 %
Rainier & Co.	\$10.800,00	21,91 %	\$9.720,00	19,44 %	\$9.720,00	10,28 %	\$11.520,00	5,61 %	\$41.760,00	14,13 %
☐ Bar	\$13.920,00	15,94 %	\$14.340,00	15,24 %	\$15.220,00	14,75 %	\$11.770,00	15,31 %	\$55.250,00	15,30 %
Puget's Finest	\$5.040,00	8,53 %	\$5.400,00	8,89 %	\$6.780,00	8,19 %	\$3.780,00	8,21 %	\$21.000,00	8,46 %
Bike n' Brew	\$2.700,00	4,87 %	\$2.700,00	4,87 %	\$3.300,00	4,87 %	\$2.700,00	4,87 %	\$11.400,00	4,87 %
The Black Bear	\$1.800,00	37,93 %	\$1.800,00	37,93 %	\$1.800,00	37,93 %	\$1.800,00	37,93 %	\$7.200,00	37,93 %
Saanich Pub	\$2.220,00	18,04 %	\$2.280,00	13,84 %	\$1.080,00	25,51 %	\$1.080,00	25,51 %	\$6.660,00	19,03 %
Queens Arms	\$1.080,00	19,44 %	\$1.080,00	19,44 %	\$1.180,00	17,45 %	\$1.330,00	2,80 %	\$4.670,00	14,20 %
Toques and Blokes	\$1.080,00	33,78 %	\$1.080,00	33,78 %	\$1.080,00	33,78 %	\$1.080,00	33,78 %	\$4.320,00	33,78 %
☐ Barn	\$5.999,40	9,16 %	\$2.229,27	12,68 %	\$2.519,28	11,74 %	\$2.799,36	9,42 %	\$13.547,31	10,27 %
The Killer Well	\$5.999,40	9,16 %	\$2.229,27	12,68 %	\$2.519,28	11,74 %	\$2.799,36	9,42 %	\$13.547,31	10,27 %
☐ SSBC Tsting Room	\$1.114,52	61,62 %	\$1.109,51	61,13 %	\$1.053,54	60,65 %	\$1.057,56	59,83 %	\$4.335,13	60,82 %
Cash Purchase	\$1.114,52	61,62 %	\$1.109,51	61,13 %	\$1.053,54	60,65 %	\$1.057,56	59,83 %	\$4.335,13	60,82 %
Total	\$46.575,92	15,96 %	\$43.580,78	15,90 %	\$43.784,82	13,46 %	\$33.626,92	13,13 %	\$167.568,44	14,72 %

Executive Summary: The report is sorted by total sales. The distributors are responsible for 94 Million dollars which is more than half of total sales for the fiscal year. Their gross profit ranges from 9% to 16%. on the other side, After SSBC testing room, the Bars have the highest Gross Profit margin in the customer types inside the customer type, we have varied profit margins that ranges from 33% as low as 4%. It is worth it to look for opportunities in the bar segment as new incoming customer may provide a large profit.

SSBC- Gross Profit and Unit Sale

ProductName	Sales By Product (%) ▼	Gross Profit By Product (%)
Bamboo Grove Maibock	41,71 %	31,67 %
Imperial Poet Porter	27,53 %	30,63 %
Scholar's Saison	16,08 %	0,30 %
Henan Hops Wheat Beer	7,48 %	20,20 %
Han Dynasty Spiced Lager	4,08 %	10,53 %
Liu Ling's IPA	3,12 %	6,67 %
<b>Total</b>	<b>100,00 %</b>	<b>100,00 %</b>

Executive Summary: The report is sorted by sales by product. The 2 products with the highest profit margin also have 68% of total sales. The company's efforts and resources should be invested in Bamboo Grove and Imperial Poet. On the other hand, the Scholar Saison product has a very low profit margin and ranks third in total sales by product. Further research and discussion with the marketing team is needed as to whether it makes sense to keep the item in the company's portfolio.