

Overview

Company: Gibson & Solomon

Top 3 Product Lines*

- Personal Accessories
- Camping Equipment
- Golf Equipment

Top 3 Products*

- Hailstorm Titanium Woods Set
- Zone
- TX

Top 3 Product Types*

- Eyewear
- Watches
- Tent

Top 3 Order Methods*

- Web
- Telephone
- Sales Visit

\$1,117,338K

2024 Revenue

\$1,171,953K

2024 Planned Revenue

41.64%

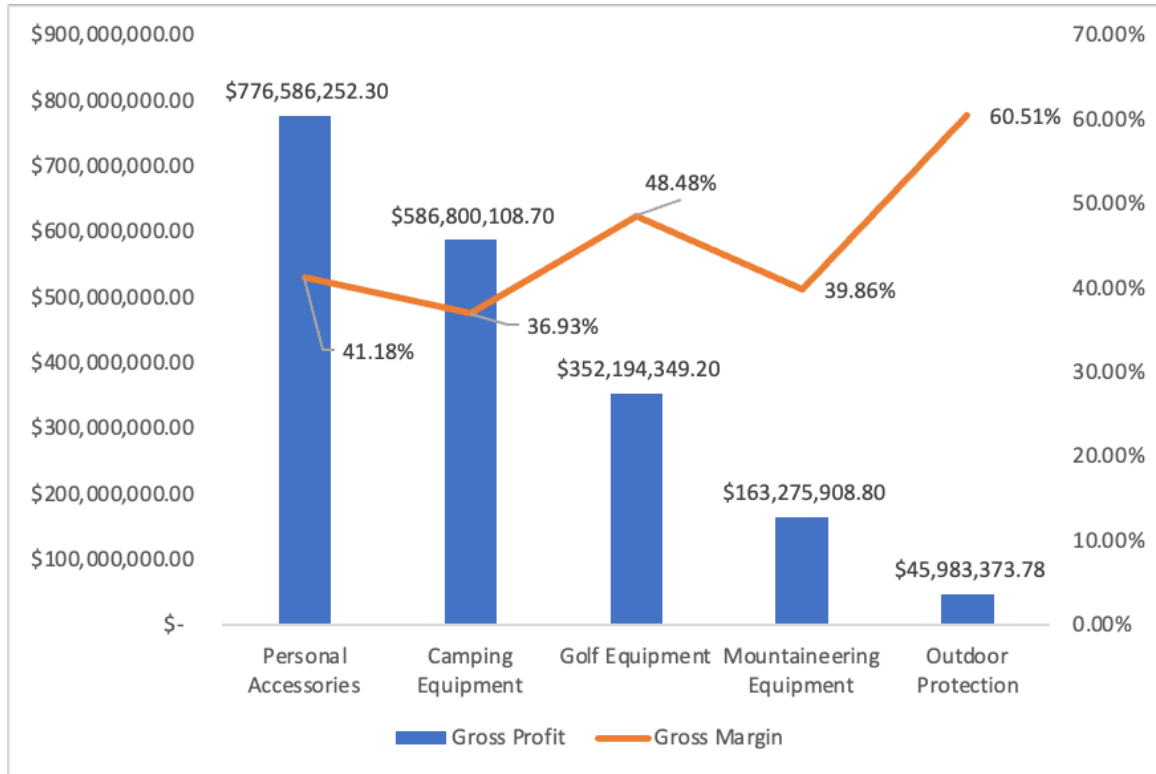
2024 Gross Margin

\$465,275K

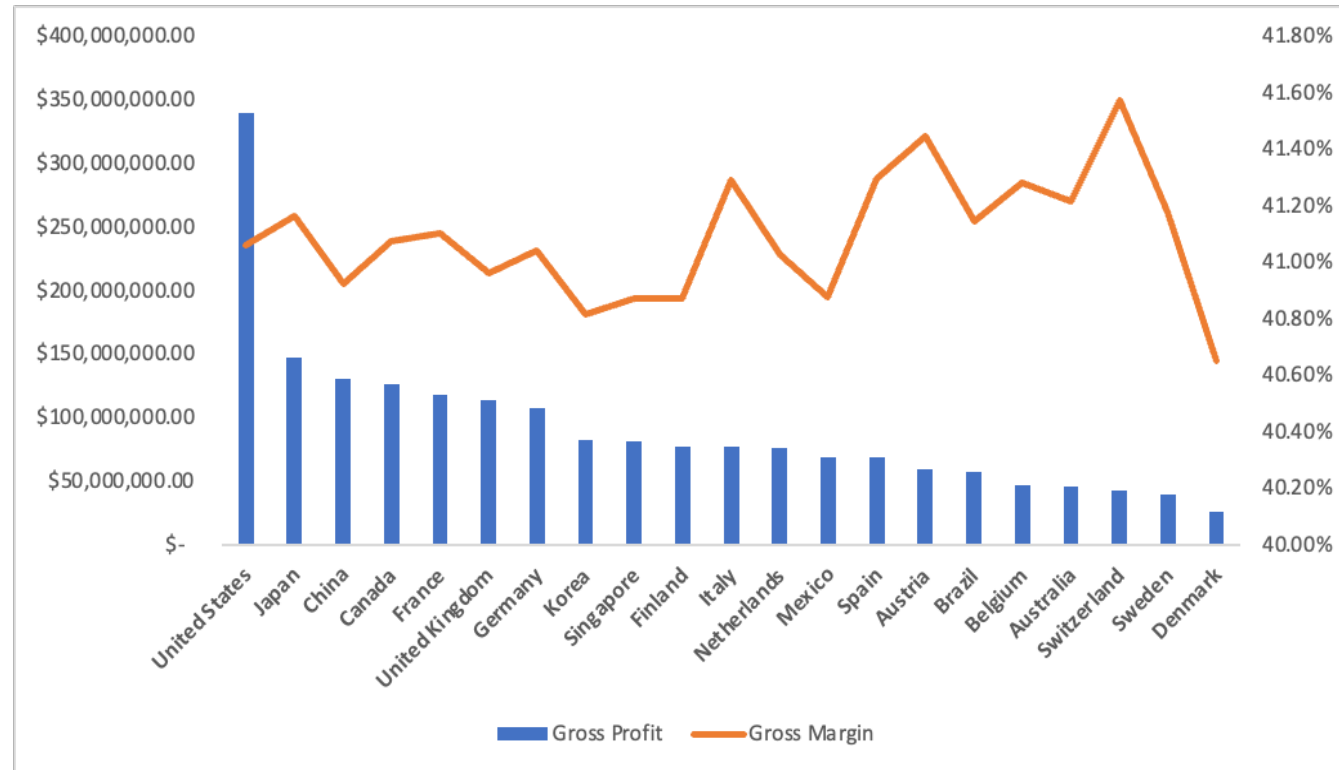
2024 Gross Profit

* - Grouped by Gross Profits from 2021 to 2024

Insights

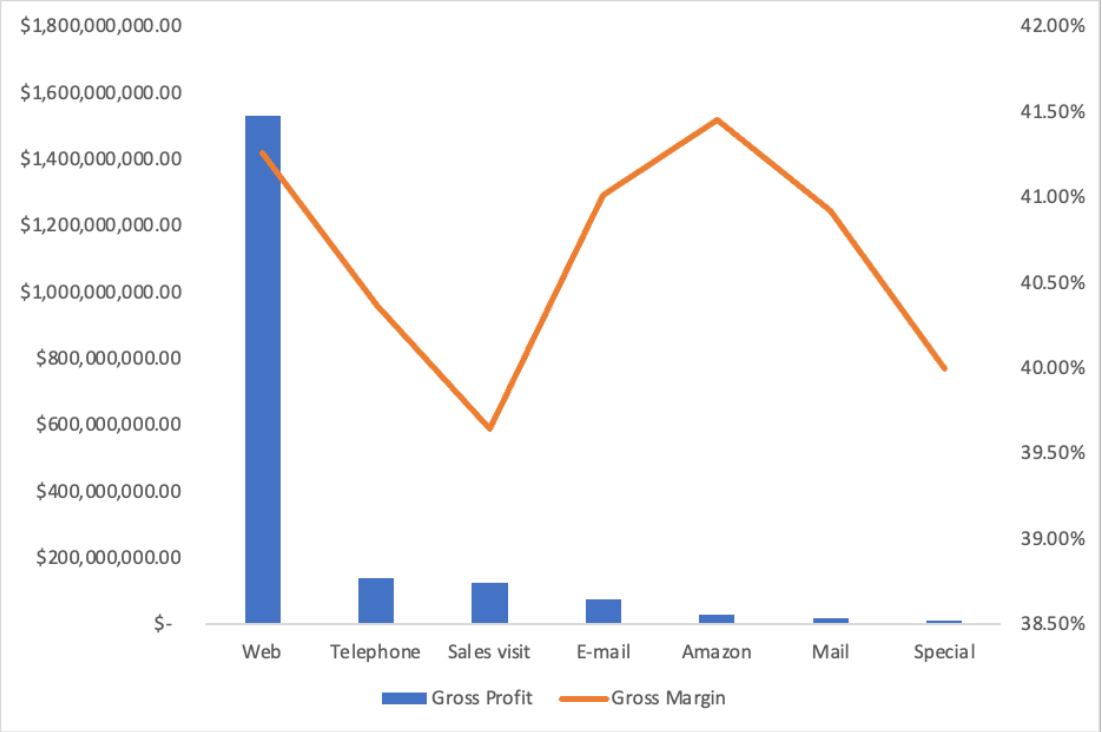


- Personal accessories leads the product line
- Camping Equipment needs to improve gross margin

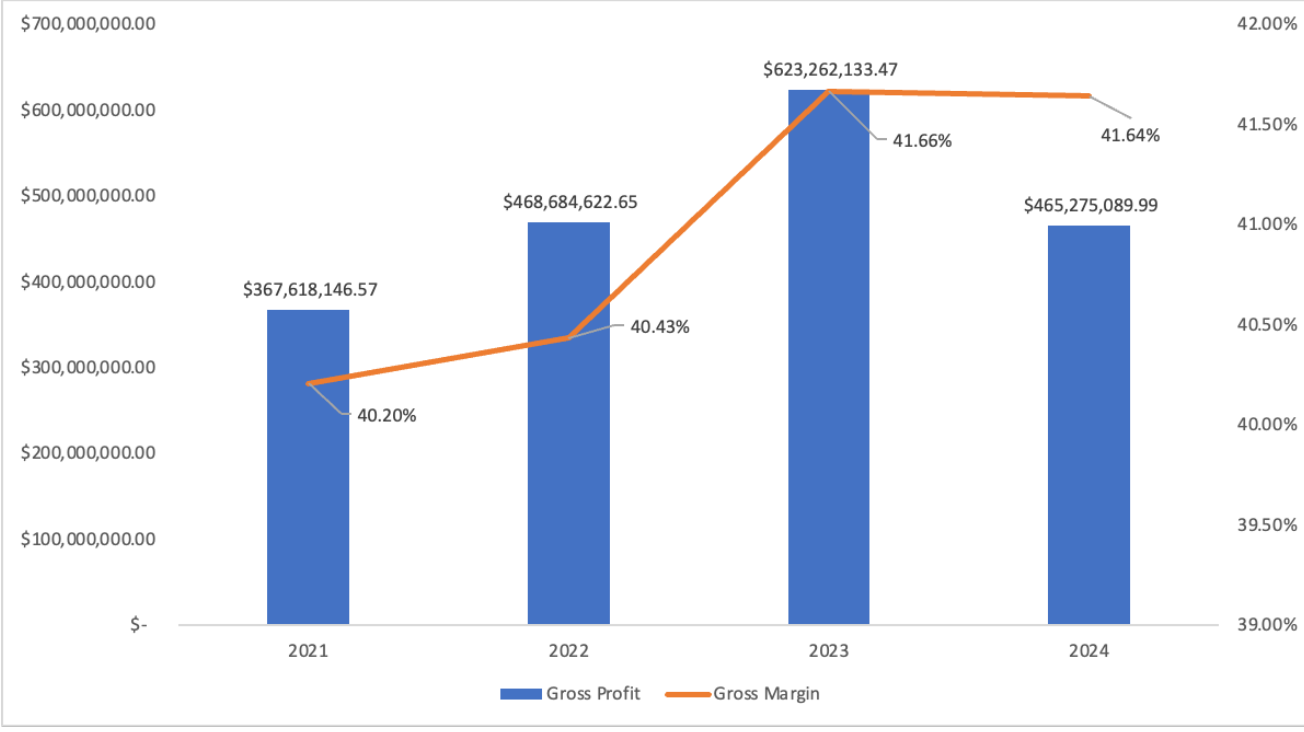


- United States and Japan are top markets.
- Lagging in Scandinavian markets

Insights



- Web is the primary order method
- Amazon might be another area to invest in the business



- Increasing YoY growth in gross margin and profit

Recommendations

Sales

- Expand high performing Product Lines in Strong Markets
 - Focus on increasing the market share of Personal Accessories and Golf Equipment in the United States and Japan, as these regions show high revenue and gross margins
- Develop Strategies for underperforming regions
 - Focus on creating localized marketing campaigns, partnerships or locally tailored product offerings

Cost Optimization

- Analyze cost structure of Camping Equipment
 - Identify areas where costs can be reduced or prices adjusted
 - Focus on driving more efficient operations or improve negotiations with suppliers