



BIO CONCEPT FORMULATION

1 April -31 March

2024-2025

ANNUAL **REPORT**

PRESENTED TO
MANPREET SINGH
CEO

PREPARED BY:
ISH KASHYAP
BUSINESS ANALYST INTERN

BCF, Delhi.

EXECUTIVE SUMMARY

Overview:

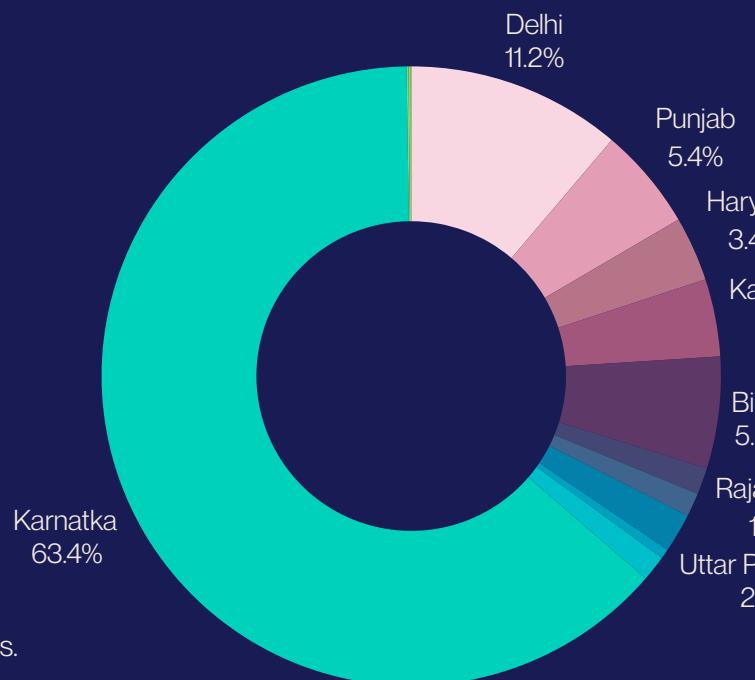
The 2025 sales performance exceeded expectations, with a total sales revenue of ₹86,27,906, reflecting a 16% increase from the previous period. The growth was driven by strong sales of Exhibition and Cold Calling with best script & Whatsapp Messages with videos a significant uptick in online sales.



Key Highlights:

- Total Sales Revenue: ₹86,27,906 (16% increase from the previous period)
- Top-Performing Product: Pharma Range, generating in revenue where as Derma Range generating in Profits Strongest Sales Channel: Stockists sales, contributing 80% of total revenue
- Net Profit: ₹14,68,694 (Net Profit Margin : 60% increase from the previous period)
- Regional Performance: Delhi with highest in sales, followed by Rajasthan, Maharashtra & Punjab with highest Profit %

Distribution of Sales by Channel



Challenges:

- Shortage issue not coming with up-to mark quantities.
- Budget Allotment with no Runway even of days.
- Payment collection delays & Payable delays.
- No New Product formation with very less innovations.

Recommendations:

- Move with bill to bill payment collection with 45 days otherwise no bill will made.
- Proper budget allotment to be done in every sector set targets with manufacturers.
- New innovative products should be launched with a good speed.
- Separate exhibition budget should be launched to promote products in colleges & B2B Exhibit.

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YEARLY TO DO PLANNING

FOCUS AREAS: She Soul, Derma Secret, Global Market, Digital Expansion, Advertising, Brand Name Registration, Quick Commerce, Field Team, Shortages

FOCUS STATES: RAJASTHAN, JAMMU, HYDERABAD, ODHISA, DELHI & NEPAL

TARGET ₹ / - YEAR: 2,00,00,000 +

B2B EXPANSION

- ✓ Onboard **20+ new stockiest** with a target of **₹5 lakh per stockiest per year**.
- ✓ Expand **Monopoly-based** distributors in **10+ new districts**.
- ✓ **Strengthen relationships** with existing retailers for repeat orders.
- ✓ Offer exclusive B2B schemes to **push high-volume sales**.

DIGITAL & ADVERTISING

- ✓ Achieve **₹10 lakh/month sales** from Amazon, Flipkart & Website by Q3.
- ✓ Expand into **Quick Commerce** (Blinkit, Zepto, Swiggy Instamart) for instant delivery sales.
- ✓ **Optimize advertising** Offline & Online.

EXECUTION

1. Launch high-quality **content campaigns** (skincare education, testimonials, live Q&A).
2. **SEO optimization** for increase organic reach.
3. Leverage **influencer marketing**.
4. **Expand B2B order** in Bihar, Punjab, Haryana, Maharashtra, Kashmir, Rajasthan & Delhi with increase in 30% order rate.
5. Launch **She Soul periods range** with college plan.
6. **Hire & train field sales executives** to drive on-ground sales.
7. Ensure consistent stock availability to avoid **shortages & delays**.
8. **Partner with** Blinkit, Zepto, and Swiggy Instamart.
9. New State Expansion with ODISHA, Hyderabad, Jammu, Jharkhand, Lucknow.

SUCESS TRACKING

1. Use a CRM (Customer Relationship Management) tool like Zoho CRM, HubSpot, or Salesforce to track sales.
2. Record daily & weekly sales figures across all channels (B2B, D2C, Franchise, Quick Commerce).
3. Monitor stockist and distributor order patterns to identify fluctuations in demand.
4. Check lead conversion rates to assess the effectiveness of marketing campaigns.
5. Generate weekly reports

CONCLUSION

- 📈 Monthly Revenue Target: ₹16.6 lakh
- 💼 Retail & B2B Expansion: 20+ stockists, 500+ retailers, 10+ new districts
- 💻 Digital Growth: ₹10 lakh/month via Amazon, Flipkart & Website
- 🛍️ Quick Commerce: ₹10 lakh/month via Blinkit, Zepto, Swiggy Instamart
- 💡 New Product Launches: 2-3 new products
- 🎁 Festive Sales Target: ₹30-40 lakh in Q4

Yearly Performance Report

Period : 1 April 2024 - 31 March 2025

Statistical Engagement :

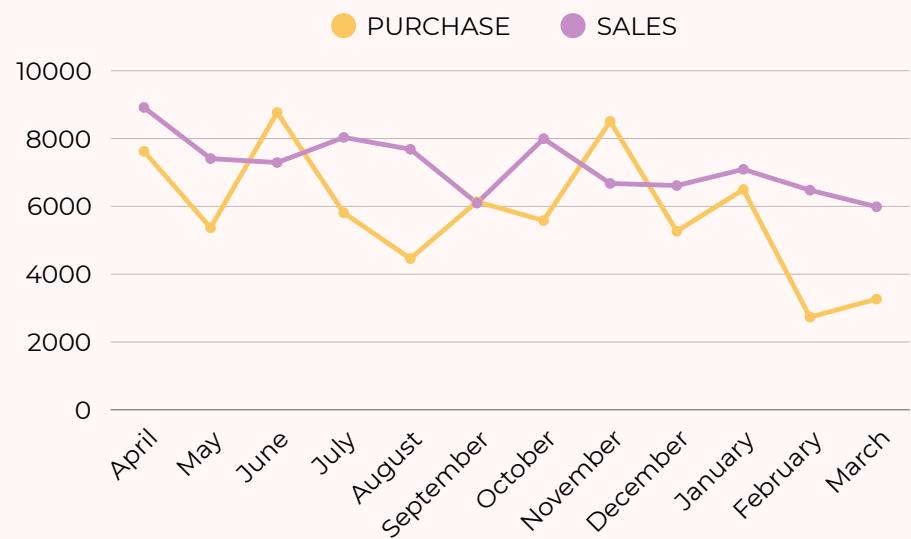
● Sale Per Unit : 15.53

● Purchase Per Unit : 13.6

● No. Of Clients : 42

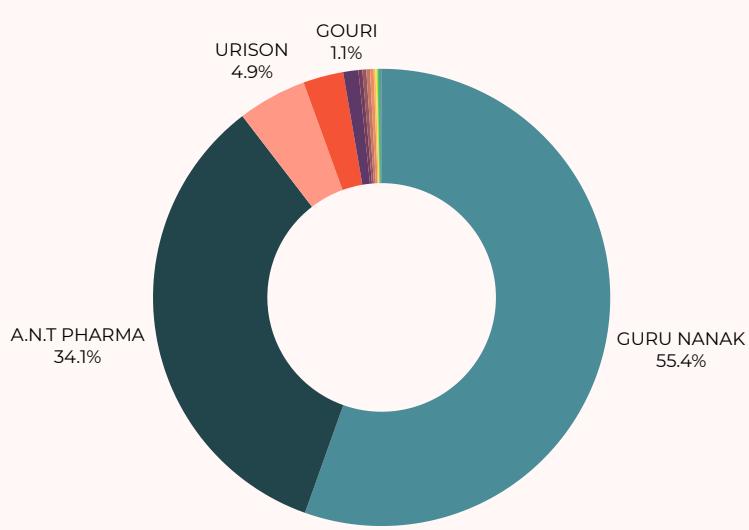
● No. Of States : 12

BCF Year Session Over the Months :



Payments % Wise

NOT DONE:



Total Profit % Sector Wise :



Yearly Contribution Sector Wise :



Total Sale Amount :

₹ 86,275

Total Purchase Amount:

₹ 70,517

Total Payments Done:

₹ 66,652

OUR

S.W.O.T ANALYSIS

Strength

- Innovative Products that are in demand but less known brand.
- World class packaging & designing
- Good Repeat orders rate
- Optimum utilization of resources in less budget.
- Building Long term connections with manufacturers & wholesalers.
- Market-driven pricing strategy to provide affordable yet high-quality products.
- Instant decision making approach with vision leads to grow market presence.
- Growing reputation of Derma Secret in skincare.

Weakness

- Schemes making policies.
- Shortage not producing up-to mark quantities.
- Facing payment delaying issues & Home collection issue.
- Promotion materials are not upto mark like not having derma secret posters from 1+ year.
- Range of only 70 products.
- Financial Management like monthly reporting not done.
- Not taking responsibility by field staff to promote products on shops.
- Not having systems of proper hiring staff (NO HR).

Opportunity**Threat**

- Easily copied once start running.
- Advertising by us but benefit by anyone.
- Pricing warfare or Economic fluctuations can turn the market
- Field staff dependency is higher.
- Market Saturation in Some Segments

- Too much scope in Skin care & Feminine Care segment
- Increase market size & Production
- Launching of periods care segment
- More than 100+ Districts are ready cover.
- Quick Commerce segment should be entered.
- Promoting through colleges & Influence marketing.
- Increase in field & Calling Staff.
- Global Markets

2024—2025

SALES PERFORMANCE REPORT

- Past 5 Year Sales
- Monthly Sales
- Product Wise
- Division Wise Sales
- Party Wise Sales
- Future Goals & Plans

5 YEAR SALES PERFORMANCE

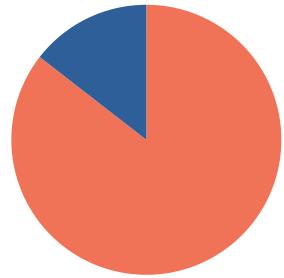
2020 APRIL 1 - 2025 MARCH 31

COMPARRISON TO LAST YEAR

12,31,032 DIFFER OF SALE AMT

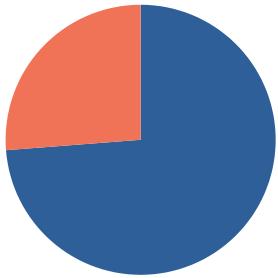
5,48,074 DIFFER OF PROFIT AMT

COMPARRISON % OF THIS YEAR



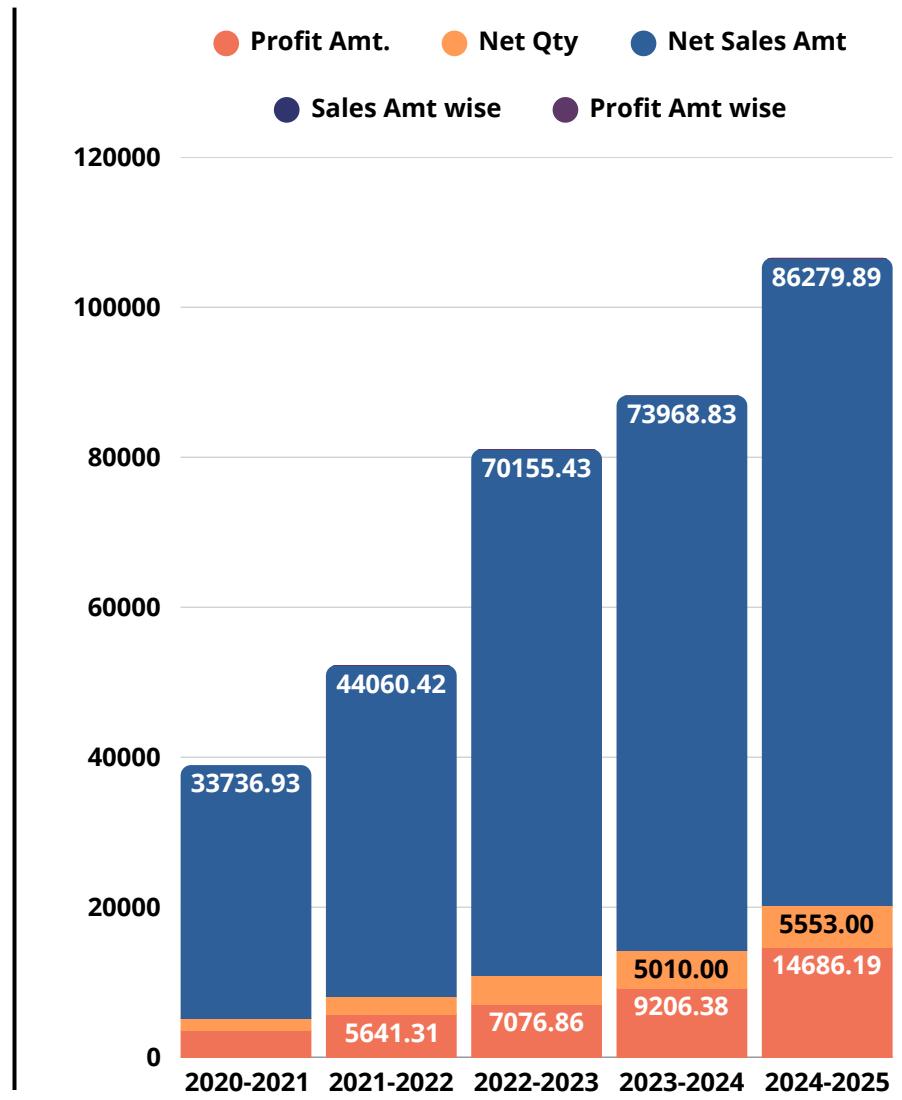
59%

Profit Margin
Growth



16%

Sales Amount
Growth



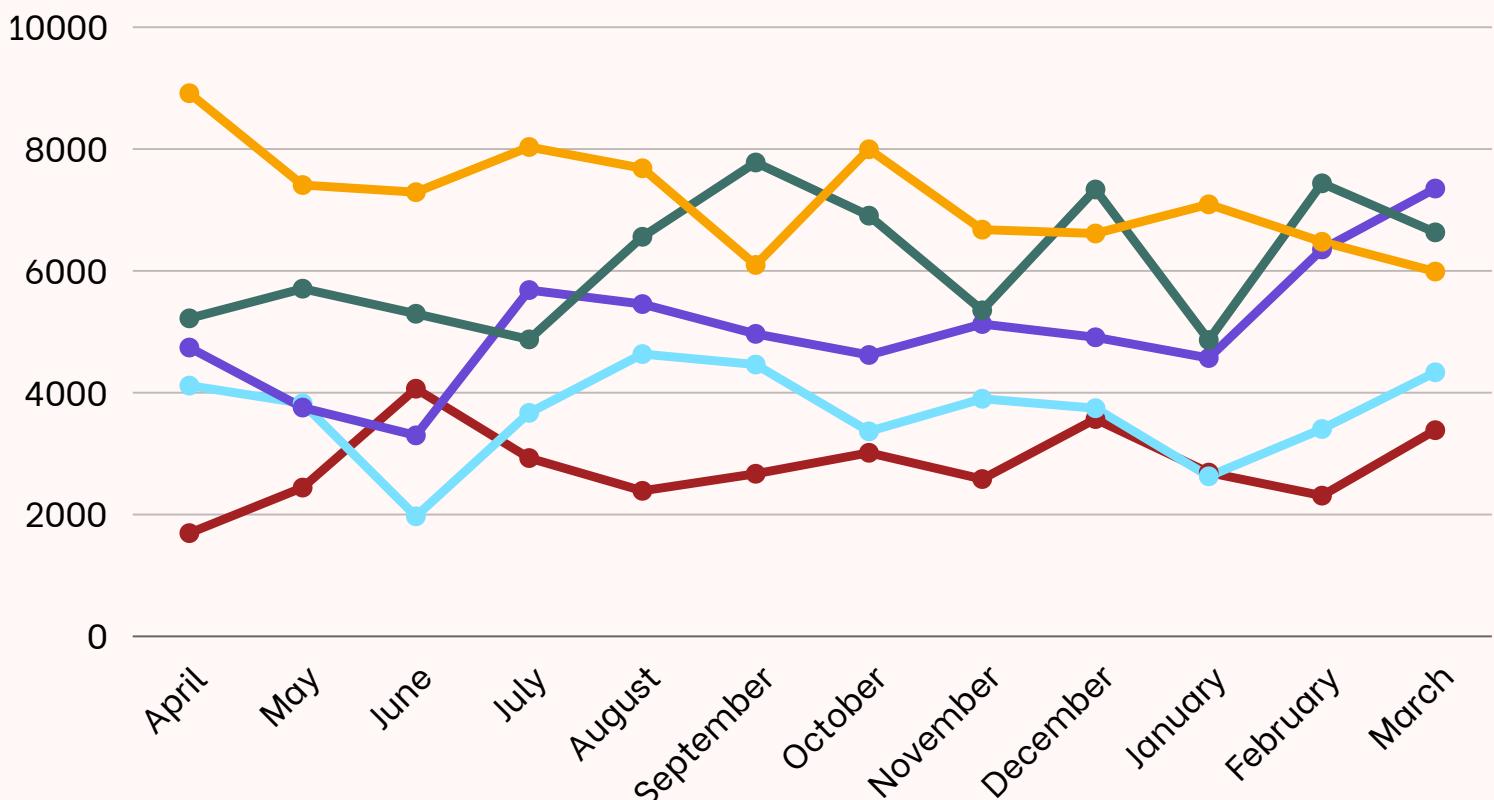
Year	Profit %	Profit Amt.	Net Qty	Net Sales Amt	Growth %	
					Sales Amt wise	Profit Amt wise
2020-2021	177.41	351441.67	1692	5645	0	0
2021-2022	205.46	564142.31	2474	2563	30.59	60.52
2022-2023	176.61	707610.86	3766	6261	59.22	25.43
2023-2024	210.25	920620.38	5010	2326	5.43	30.10
2024-2025	290.6	1468694.19	5553	8950	16.64	59.53
Total 5 Years	1060.33	4012509.41	18495	25745	257.21	173.20

5 YEAR SALES ANALYSIS AMT WISE

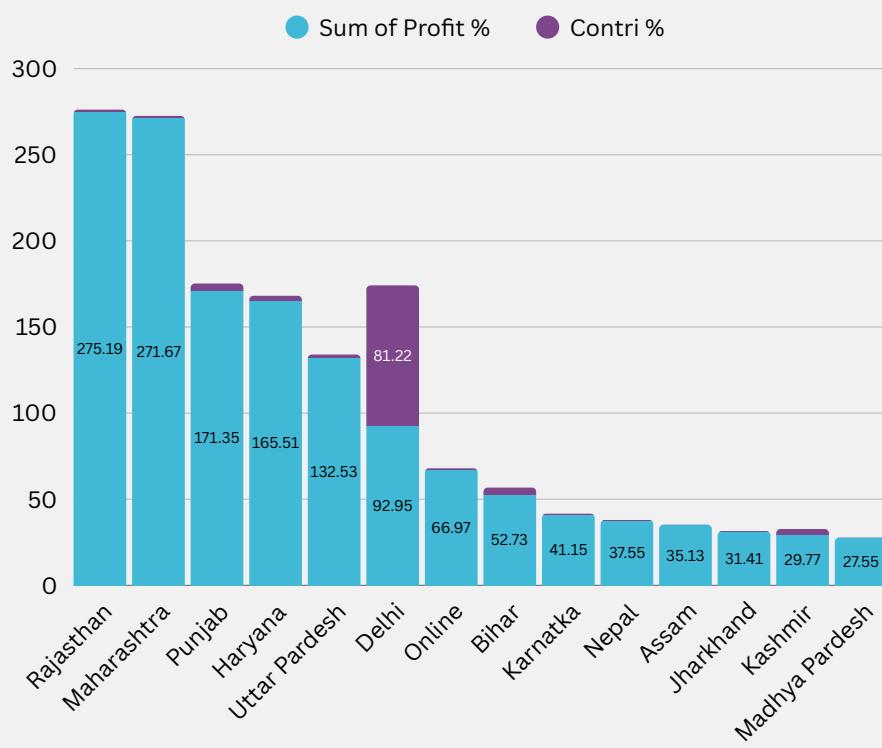
MONTH	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	Grand Total
April	1694.93	4116.94	4741.87	5220.68	8916.3	24689.72
May	2442.52	3825.9	3756.22	5707.89	7409.16	23141.69
June	4065.82	1970.9	3299.42	5296.01	7291.91	21923.06
July	2927.22	3669.3	5685.21	4875.21	8033.61	25191.55
August	2389.28	4635.03	5455.06	6559.72	7684.35	26724.44
September	2669.54	4462.43	4965.92	7779.67	6097.6	25975.16
October	3013.82	3365.31	4619.61	6906.4	7996.32	25901.46
November	2582.5	3900.38	5127.34	5352.5	6676.85	23639.57
December	3567.42	3745.42	4909.77	7336.5	6613.84	26173.95
January	2688.68	2627.66	4569.32	4864.54	7092.51	21842.71
February	2310.42	3404.61	6351.96	7437.5	6477.37	25981.86
March	3384.78	4335.54	8673.73	6632.21	5989.07	37017.33
Grand Total	33736.93	44060.42	70155.43	73968.83	86279.89	308199.5

● 2020-2021 ● 2021-2022 ● 2022-2023 ● 2023-2024

● 2024-2025



STATE WISE ANALYSIS



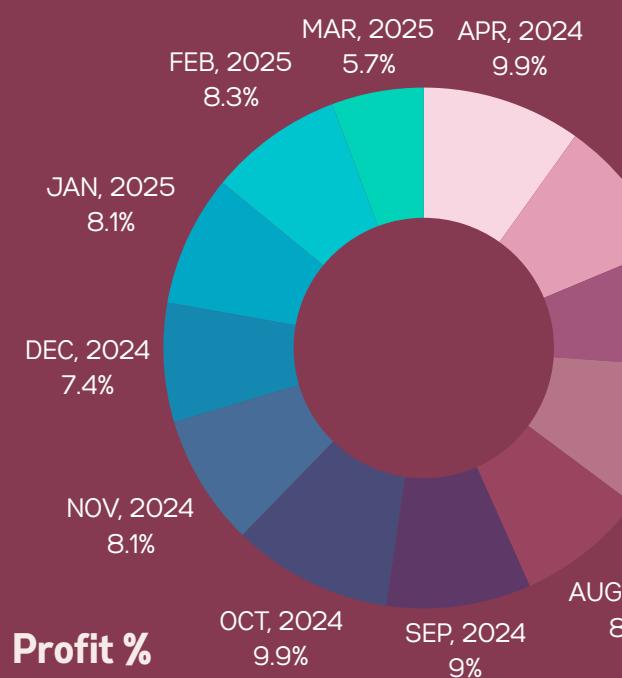
Profit AMT Wise Top States



DELHI	11,186.33
PUNJAB	786.65
HARYANA	756.94
KASHMIR	514.04
BIHAR	491.98
RAJASTHAN	307.43
MAHARASHTRA	204.71
UTTARPRADESH	199.99
NEPAL	80.00

State	Profit %	Profit Amt.	Net Qty	Net Amount
Delhi	92.95	11186.33	4635.00	70058.87
Bihar	52.73	497.98	245.00	3456.60
Haryana	165.51	756.94	163.00	2251.86
Punjab	171.35	783.65	139.00	3356.65
Kashmir	29.77	510.04	130.00	2531.18
Uttar Pardesh	132.53	191.99	122.00	1278.60
Maharashtra	271.67	200.71	38.00	772.04
Karnatka	41.15	62.62	23.00	397.09
Rajasthan	275.19	307.43	20.00	875.80
Online	66.97	77.23	15.00	844.41
Nepal	37.55	86.00	10.00	315.00
Jharkhand	31.41	9.00	3.00	45.64
Madhya Pardesh	27.55	12.38	1.00	67.35
Assam	35.13	2.67	1.00	10.92
Grand Total	1431.46	14682.97	5552.00	86261.01

MONTH WISE SALES ANALYSIS



Profit %

30

25

20

15

10

5

0

APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR

MONTH WISE QUANTITY AND AMOUNT

● Net Sale Qty ● Net Sale Amount ● Profit Amt.

10000

8000

6000

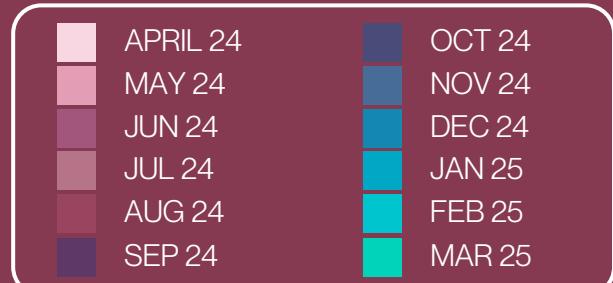
4000

2000

0

Apr, 2024 May, 2024 Jun, 2024 Jul, 2024 Aug, 2024 Sep, 2024 Oct, 2024 Nov, 2024 Dec, 2024 Jan, 2025 Feb, 2025 Mar, 2025

NET SALE QTY:



MONTH WISE SALES ANALYSIS

Month Name	Profit %	Profit Amt.	Net Qty(S-Sr)	Net Amount	Contri %
APR, 2024	24.98	1555.09	548.00	8916.30	10.33
MAY, 2024	22.50	1191.55	490.00	7409.16	8.59
JUN, 2024	28.12	1393.77	412.00	7291.91	8.45
JUL, 2024	23.58	1342.12	503.00	8033.61	9.31
AUG, 2024	27.29	1440.40	451.00	7684.35	8.91
SEP, 2024	21.73	951.28	498.00	6097.60	7.07
OCT, 2024	24.20	1364.03	552.00	7996.32	9.27
NOV, 2024	19.15	941.56	452.00	6676.85	7.74
DEC, 2024	29.62	1320.28	410.00	6613.84	7.67
JAN, 2025	24.80	1236.41	452.00	7092.51	8.22
FEB, 2025	15.57	765.05	462.00	6477.37	7.51
MAR, 2025	29.06	1184.65	317.00	5989.07	6.94
TOTAL		14686.19	5553.00	86279.89	100.00

HIGHEST ACHIEVERS

₹ 89,163

U-5,251

₹1,506

APRIL 2024, was the month where Highest **AMOUNT Booked**

OCTOBER 2024, was the month where Highest **Quantity Sold**

APRIL 2024, was the month where highest **Profit Amount Booked**

U-150

29.06%

SEPTEMBER 2024, was the month where Highest **Free Quantity Given**

MARCH 2025, was the month where Highest **Profit% Seen**

MONTH VS PARTIES REPORT

Month	Total Parties	Profit Amt.	Net Qty	Net Amount	Contri %
Apr, 2024	12	1555.09	548	1636.3	10.33
May, 2024	15	1191.55	490	4908.16	8.58
Jun, 2024	11	1393.77	412	9179.91	8.45
Jul, 2024	20	1342.12	503	3306.61	9.31
Aug, 2024	14	1440.4	451	8412.35	8.90
Sep, 2024	9	951.28	499	9786.6	7.06
Oct, 2024	14	1364.03	552	9669.32	9.26
Nov, 2024	8	941.56	452	7626.85	7.73
Dec, 2024	12	1320.28	410	6613.84	7.66
Jan, 2025	13	1236.41	452	7092.51	8.22
Feb, 2025	11	765.05	462	6477.37	7.50
Mar, 2025	12	1183.65	317	5989.07	6.94
Grand Total	151	14681.19	5553	86279.89	100

KEY METRICS SUMMARY

HIGHEST NO. OF PARTIES

20 July

July is the month where we achieved highest new customers

HIGHEST MONTH PROFIT

April 24

1,55,506 is the month where we earn highest Profit

HIGHEST MONTH SALE

April 24

8,91,636.3 is the month where we made highest sale

AVG MONTH PARTIES

75

The Average Parties of Month

PER MONTH PROFIT

22,391

Average Per Month Profit Amt

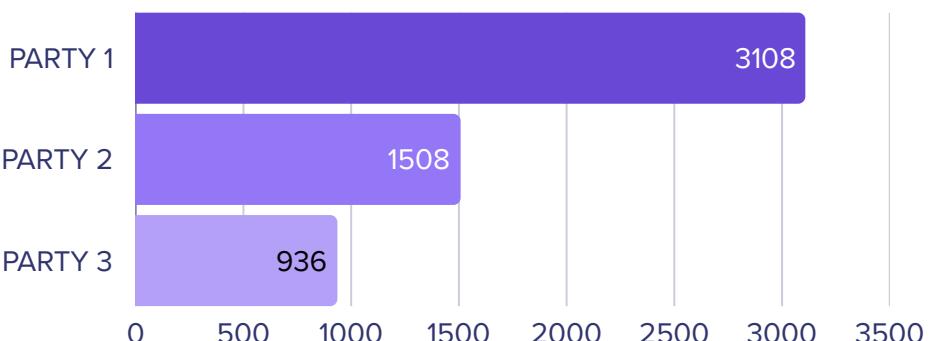
TARGET PARTIES: 80

TARGET AMT: 20,000+

PARTY WISE SALES ANALYSIS



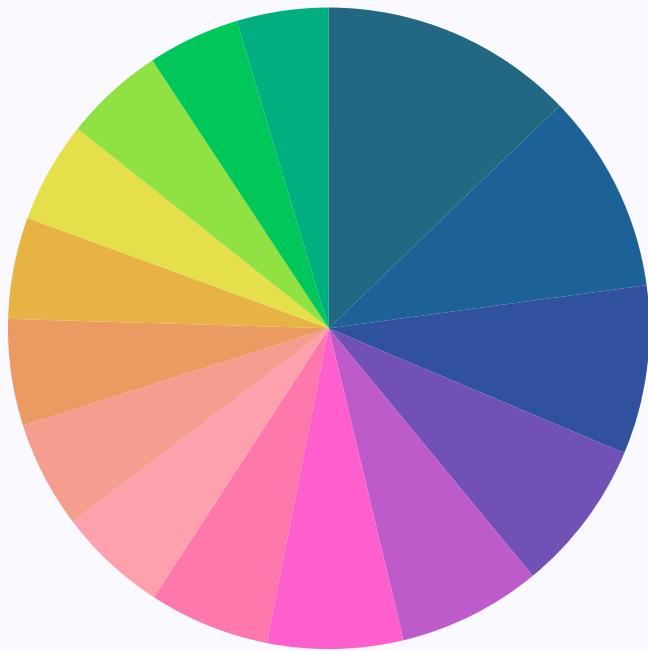
Qty Wise Offc Analysis



Performance Breakdown

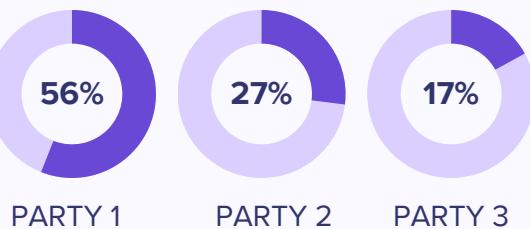
 PARTY 1	33,029	
 PARTY 5	23,129	
 PARTY 9	1,542	
 PARTY 7	1,213	

Top 15 Profit % Parties



 PARTY 26	110%
 PARTY 12	87%
 PARTY 6	73%
 PARTY 10	66%
 PARTY 5	62%
 PARTY 14	59%
 PARTY 15	52%
 PARTY 8	47%
 PARTY 3	44%
 PARTY 2	44%

Dependency Rate%



Profit % Earned

 **22%**

PARTY 1

 **24%**

PARTY 2

 **38%**

PARTY 8

Party Name	Profit %	Profit Amt.	Net Qty	Net Amount	Contri %	Per Unit Sale
PARTY 1	21.51	9871.97	8863.00	774.90	53.05367	14.72488
PARTY 2	23.56	7446.45	8803.00	556.74	27.68408	15.83892
PARTY 3	18.99	987.49	722.00	29.53	3.859911	14.03885
PARTY 4	29.77	8114.04	970.00	29.18	2.933843	19.36719
PARTY 5	87.15	959.86	98.00	13.67	1.764202	16.02587
PARTY 6	38.53	334.65	83.00	42.86	2.231629	22.6975
PARTY 7	7.56	50.82	24.00	3.10	0.473616	5.988145
PARTY 8	25.98	83.71	77.00	6.09	0.618413	15.79985
PARTY 9	27.74	35.33	35.00	7.13	0.523535	17.14236
PARTY 10	23.56	576.80	83.00	8.81	0.142663	4.765316
PARTY 11	44.31	821.75	72.00	9.26	0.517626	18.06645
PARTY 12	47.88	294.91	69.00	3.23	0.461795	21.31794
PARTY 13	27.06	72.95	33.00	3.25	0.17876	9.444734
PARTY 14	24.05	95.23	43.00	4.36	0.306266	17.58108
PARTY 15	28.98	228.68	72.00	7.24	0.674639	39.54296
PARTY 16	52.66	376.63	52.00	9.36	0.402767	27.75588
PARTY 17	46.68	21.57	37.00	8.29	0.319177	22.26216
PARTY 18	32.47	16.80	81.00	4.07	0.146433	11.68739
PARTY 19	26.44	561.00	74.00	6.54	0.165817	13.3208
PARTY 20	37.55	89.00	80.00	1.00	0.365094	31.5
PARTY 21	31.13	87.52	94.00	9.68	0.157624	13.68177
PARTY 22	17.10	33.39	96.00	3.73	0.154078	14.83675
PARTY 23	59.17	82.99	49.00	8.67	0.318138	31.95421
PARTY 24	33.74	84.49	10.00	45.07	0.146282	15.58157
PARTY 25	24.16	78.00	4.00	95.44	0.14019	18.21602
PARTY 26	66.43	820.25	70.00	1.92	0.439295	75.80384
PARTY 27	43.70	69.94	35.00	2.29	0.092169	18.28113
PARTY 28	46.48	67.67	31.00	49.94	0.14198	28.42213
PARTY 29	31.41	892.00	80.00	4.64	0.053021	12.03853
PARTY 30	110.70	14.19	62.00	6.21	0.216463	51.59174
PARTY 31	38.89	40.00	3.00	7.00	0.04103	11.8
PARTY 32	27.55	36.38	56.00	5.35	0.078065	43.17532
PARTY 33	35.13	47.67	38.00	1.92	0.01254	7.84
PARTY 34	44.14	87.22	9.00	4.34	0.018015	17.27044
PARTY 35	73.60	78.28	2.00	9.10	0.022591	67.21034
PARTY 36	40.02	32.33	22.00	2.03	0.015902	62.365
PARTY 37	62.58	51.00	3.00	5.54	0.001803	51.84667
TOTAL 2024 - 2025		68694.19	5339.00	75.89	100	15.53629

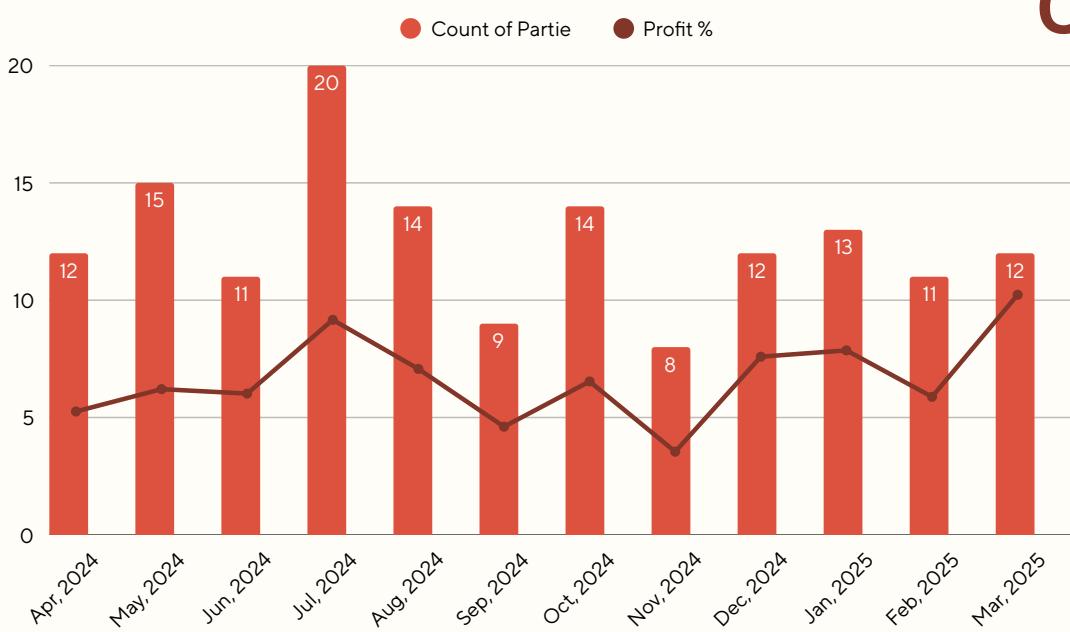
Party vs Month Sales Report

TOTAL PARTIES

42

Max Profit Month

March



CONCLUSION

In July, we sold to 20 parties, while in March, we achieved our highest profit margin despite selling only 12 parties.

Top 6 Parties Month Wise Count & Profit%

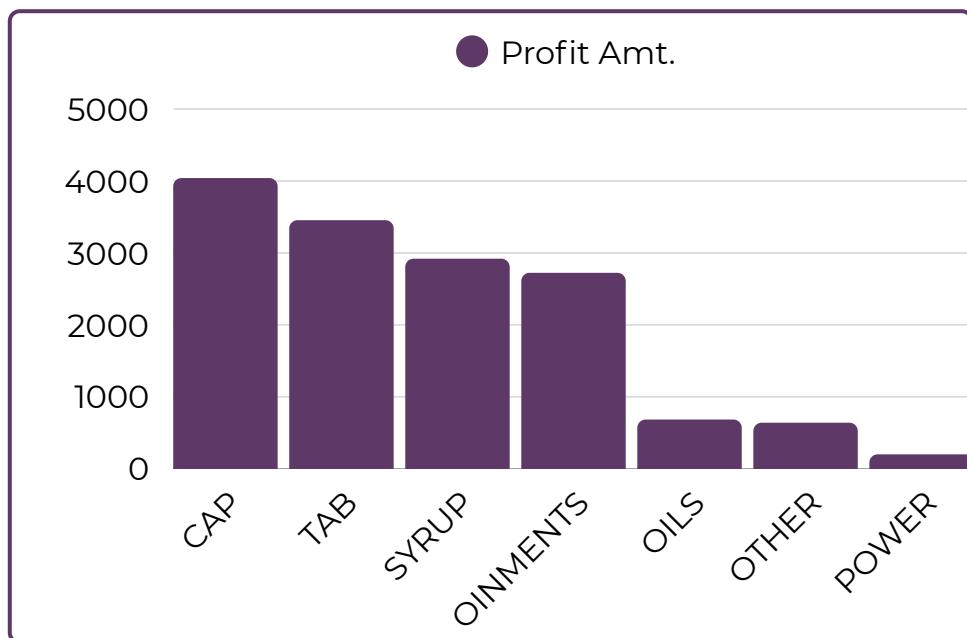
Parties	CountA of Month	Sum of Profit %	Net Qty	Net Amount
PARTY 2	12	108.52	94	1522.67
PARTY 35	12	82.63	1508	88556.74
PARTY 1	12	61.47	3108	77420.9
PARTY 4	10	78.57	11	655.07
PARTY 23	8	53.91	130	3129.18
PARTY 8	7	96.15	14	207.24

ITEM WISE SALES ANALYSIS



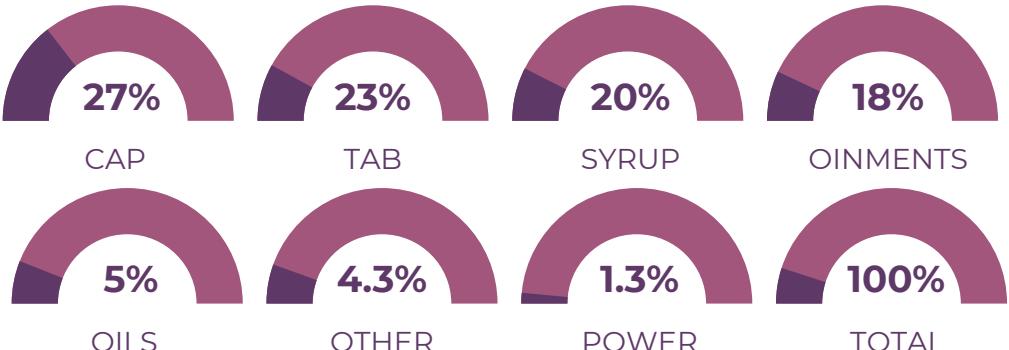
TOP 4 PERFORMER CATEGOTRY PROFIT AMT WISE

OIL	69.53
CAP	40.64
POWDER	35.95
TAB	34.18



Item Name	Profit %	Profit Amt.	Qty	Amount	% PROFIT AMT
CAP	333.59	4040.64	1904	24153.92	27.52309023
TAB	314.52	3455.18	1678	15974.08	23.53413555
SYRUP	332.26	2927.28	1113	23059.47	19.93884618
OINMENTS	235.18	2729.98	545	13370.68	18.58841005
OILS	105.64	685.68	85	3495.33	4.671942438
OTHER	4461.5	645.6	149	4337.65	4.36644852
POWER	103.21	202.16	81	1796.71	1.377127034
TOTAL	5885.9	14681.52	555236	86188.84	100

CATEGORY DIVERSIFICATION PROFIT AMT WISE (IN %)

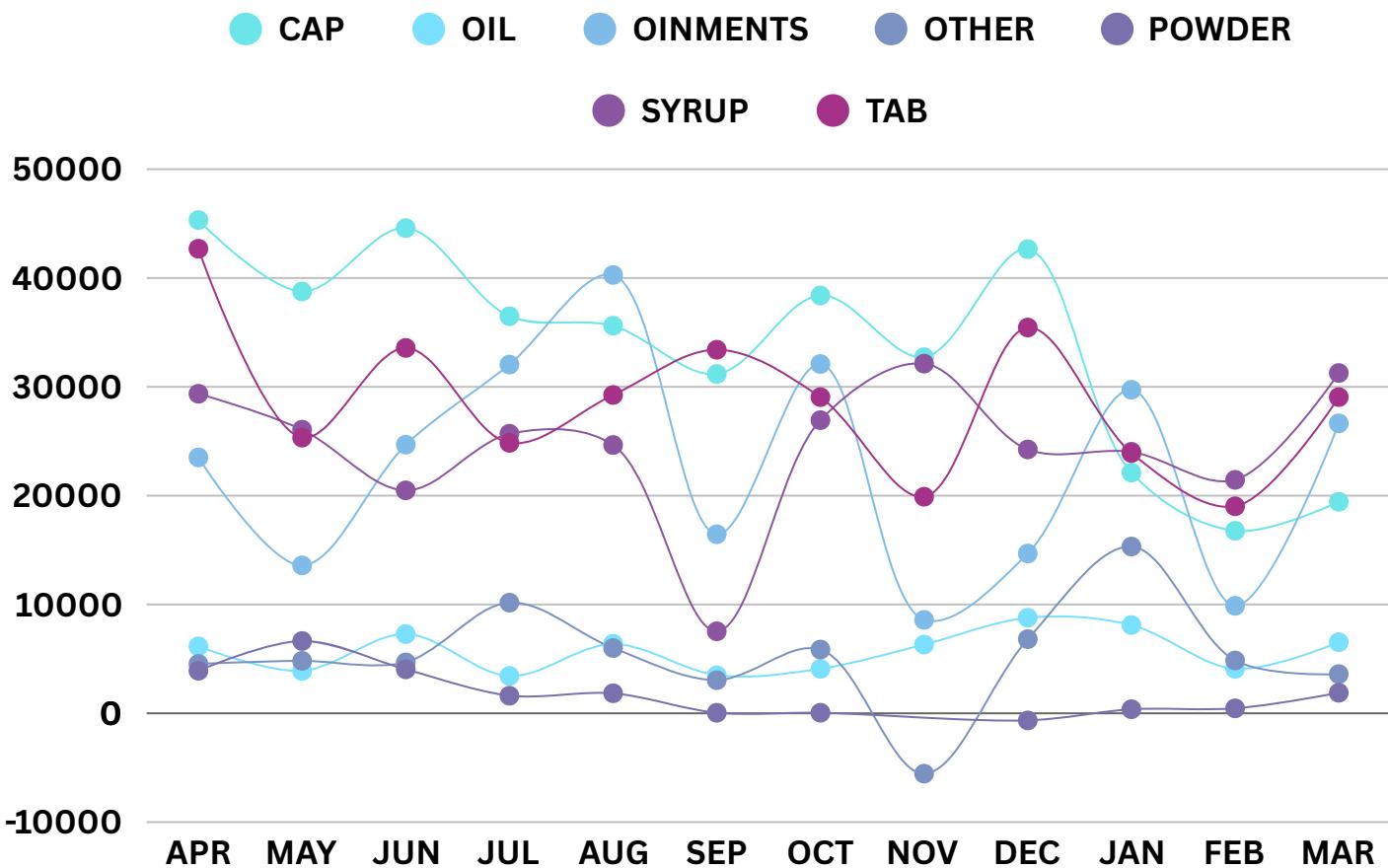


ITEM WISE MONTHLY SALES ANALYSIS



PROFIT AMOUNT WISE

Month	CAP	OIL	OINMENTS	OTHER	POWDER	SYRUP	TAB	Grand Total
Apr, 2024	453	61	235	45	39	293	426	1554
May, 2024	387	38	135	48	66	260	253	1191
Jun, 2024	445	72	246	46	40	204	335	1393
Jul, 2024	364	34	32	101	16	256	248	1342
Aug, 2024	356	63	40	59	18	246	292	1440
Sep, 2024	311	34	16	30	49	75	31	951
Oct, 2024	383	40	32	58	53	269	290	1364
Nov, 2024	327	63	85	-55		321	199	941
Dec, 2024	426	87	146	68	-62	242	354	1319
Jan, 2025	221	81	297	153	37	240	239	1236
Feb, 2025	167	40	98	48	45	214	190	765
Mar, 2025	194	65	266	35	18	312	290	1184
Grand Total	4040	685	2721	641	202	2938	3455	14686



TOP 40 ITEM WISE SALES ANALYSIS

Item Name	Profit %	Profit Amt.	Qty	Amount
CET Q-10	94.92	2354.90	112	7469
CETCAL K2-7	78.92	1911.26	63	3386
KOJICO FACE WASH	45.12	825.46	43	8389
LIVER-DS TONIC	32.50	890.35	104	2871
PANTAKURE-DSR	13.79	856.28	444	4422
KOJICO CREAM	36.36	912.58	35	1981
BIO EZEEDREM KFIX CREAM	84.85	204.07	12	1049
CET Q10+CREAM	101.69	601.14	12	848
SHEACTIVE	23.79	992.67	51	1806
BIO ANNIE ONION OIL	47.37	77.58	11	1104
ORTHO CARE OIL	28.15	798.03	51	1739
QUICKZYME-4G	22.47	218.74	59	1600
ACECLO-PARA	14.00	790.47	230	2352
BIO E-400 CAP	14.47	672.62	197	2397
EZEEDERM K6 CREAM	14.83	550.31	156	2216
ORTHO CARE GEL	19.83	116.93	110	1700
CETZYME SY	37.00	378.39	34	1010
BIO-5G CAP	47.39	545.00	36	864
LYCOPENE+ SY	35.27	126.20	37	1046
KETOWIN SOAP	25.20	937.86	42	1344
KUFFWIN-DX SY	10.33	684.62	197	2593
BIO CTMC CREAM	19.00	431.20	125	1503
OMEEZOLE-20	18.68	227.16	205	1296
CET-M K27 CAP	39.81	164.90	35	714
BAMBOO TOOTH BRUSH	60.38	27.87	34	489
CYPRO PLUS SYR	20.07	565.99	48	1072
MOXCILLIN CLAVE DRY	6.63	360.71	126	2767
SUPER MUSLI STRONG	30.39	784.76	231	7105
BIO IRON TONIC	24.80	382.82	27	754
NP GOLD TAB	10.15	818.11	407	1558
RABIKURE-DSR	6.18	661.62	291	2437
NUTRAVITE CAP	12.12	601.00	199	1375
LYCOPENE+ CAP	17.08	858.00	93	958
SUNSCREEN LOTION	23.59	808.36	9	718
BIO CETIRIZINE TAB	40.93	664.99	344	449
FERROFEN-XT TAB	23.00	481.53	58	627
ACECLO-5 COLD TAB	15.08	427.00	106	891
PANTAKURE-40 TAB	13.08	123.19	101	980
BLUE TEA	433.29	121.68	71	130
CETCAL SYR	32.05	32.09	79	482

ITEM & MONTH WISE SALES REPORT

Date Range:

1 April 2024 - 31 March 2025

TOP ITEMS EVERY MONTH

APRIL 24

NP GOLD

MAY 24

NP GOLD

JUNE 24

OMEEZOLE

JULY 24

NP GOLD

AUG 24

NP GOLD

SEPT 24

CITIRIZINE

OCT 24

RABIKURE

NOV 24

CITRAZINE

MOST SOLD ITEM

4,400

CETIRIZINE is the most sold item of the year

TARGET AMT: 3,000+

DEC 24

CITRAZINE

JAN 25

CITRAZINE

FEB 25

PANTA DSR

MARCH 25

PANTA DSR

MONTH VS ITEMS TABLE

MONTH	ITEM / MONTH	PROFIT AMT	NET QTY	NET AMT
APRIL 2024	78	1554.09	549	8223.3
MAY 2024	76	1195.55	411	7408.16
JUNE 2024	72	1393.77	415	7179.91
JULY 2024	79	1342.12	558	8006.61
AUG 2024	67	1447.4	454	8412.35
SEPT 2024	64	957.28	499	6786.6
OCT 2024	70	1362.03	554	7969.32
NOV 2024	68	949.56	455	6626.85
DEC 2024	66	1315.28	481	6880.24
JAN 2024	74	1237.41	457	7297.51
FEB 2024	64	765.05	466	6721.37
MARCH 2024	69	1182.65	339	5985.07

ITEM CATEGORY WISE SALES ANALYSIS

CAPSULE ITEMS

16

↓ 6

TABLETS ITEMS

12

↓ 2

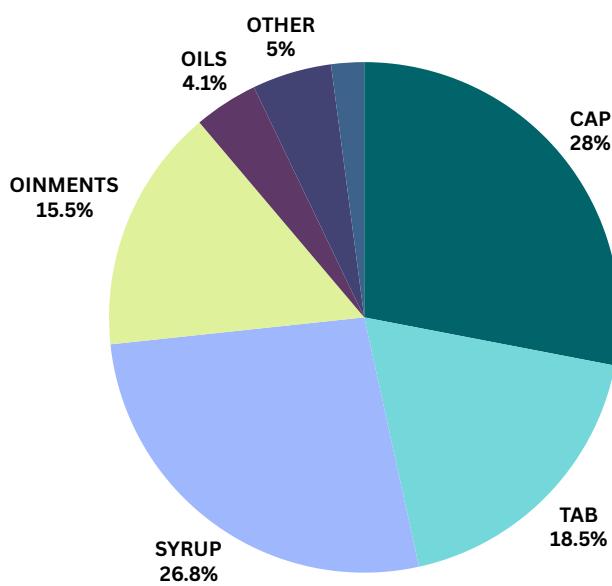
SYRUPS ITEMS

25

↑ 5

Item Name	Profit %	Profit Amt.	Qty	Amount	% Contri
CAP	333.59	4077.64	9804	24354.92	27.52309023
TAB	314.52	5514.18	7108	97490.08	23.53413555
SYRUP	332.26	2730.28	1903	95979.47	19.93884618
OINMENTS	235.18	2903.98	205	37039.68	18.58841005
OILS	105.64	590.68	65	9539.33	4.671942438
OTHER	4461.5	105.6	917	3778.65	4.36644852
POWER	103.21	218.16	34	9628.71	1.377127034
TOTAL	5885.9	14681.52	5236	18810.84	100

ITEM WISE CONTRIBUTION



- Derma Secret Section perform well as compare to other sectors with only 7 Products in Portfolio raised decent demand 54,205 Units sold with good profit margins with 235% Profit.
- Syrup Section from past 6 month with increase with good production level of 5,000+ units per sku seen no shortage. which take this in top 3 sections of division also increase quality with average of 6 rupee decrease on every syrup sku helps in seen 95% more repeat orders.
- Most dependent sector pharmaceutical with more than 60% in portfolio still facing less range with shoratge need to be focus can raise us to good growth for company.

LIST OF ITEM CATEGORY WISE SALES ANALYSIS

CAPSULE - 16 ITEMS

Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	13.79	476.28	490	2263.66
PRODUCT 2	6.18	661.62	180	3700.38
PRODUCT 3	18.68	227.16	540	9687.22
PRODUCT 4	12.12	601	993	7589.18
PRODUCT 5	14.47	672.62	720	9720.09
PRODUCT 6	17.08	858	80	898.6
PRODUCT 7	15.3	55.58	90	946.09
PRODUCT 8	13.8	42.71	70	276.97
PRODUCT 9	78.92	1911.26	99	3386.45
PRODUCT 10	3.04	55.75	26	1686.84
PRODUCT 11	15.03	47	50	980.64
PRODUCT 12	47.39	545	30	405.5
PRODUCT 13	39.81	164.9	99	450.29
PRODUCT 14	15.37	29	70	425.44
PRODUCT 15	30.39	784.76	17	954.77
PRODUCT 16	-7.78	-15	90	882.8
TOTAL CAPSULE	333.59	4077.64	8804	15354.9

TABLET - 12

Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	15.08	427	9640	891.44
PRODUCT 2	14	790.47	3070	5270.1
PRODUCT 3	40.93	664.99	4400	987.48
PRODUCT 4	40.02	89.19	825	379.41
PRODUCT 5	94.92	5418.9	1279	9469.7
PRODUCT 6	14.22	77.75	979	573.48
PRODUCT 7	14.3	98	940	468.16
PRODUCT 8	23	481.53	871	782.65
PRODUCT 9	8.96	61.33	799	787.7
PRODUCT 10	10.15	818.11	740	5805.6
PRODUCT 11	13.08	123.19	110	246.12
PRODUCT 12	4.61	60.72	920	3661.6
TOTAL TABLET	314.52	5514.2	1108	97490

LIST OF ITEM CATEGORY WISE SALES ANALYSIS

SYRUP - 25				
Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	10.33	684.62	748	9324.5
PRODUCT 2	6.63	360.71	604	6744.8
PRODUCT 3	32.5	890.35	420	7148.2
PRODUCT 4	2.24	60.66	93	1060.4
PRODUCT 5	14.2	94.65	87	505.82
PRODUCT 6	22.47	218.74	84	6055.5
PRODUCT 7	14.23	96.63	51	538.95
PRODUCT 8	23.79	992.67	79	9612.5
PRODUCT 9	20.07	105.99	99	7242
PRODUCT 10	10.8	13.56	25	602.15
PRODUCT 11	35.27	126.2	56	4653.8
PRODUCT 12	13.44	49.32	13	254.82
PRODUCT 13	37	378.39	66	1093.9
PRODUCT 14	24.8	382.82	39	428.45
PRODUCT 15	9.79	79.5	85	647.6
PRODUCT 16	10.31	40.22	81	839
PRODUCT 17	32.05	32.09	79	284.55
PRODUCT 18	10.12	76	91	677.68
PRODUCT 19	32.02	28.5	67	606.8
PRODUCT 20	3.24	9.55	66	335.84
PRODUCT 21	25.03	38.17	96	288.19
PRODUCT 22	6.22	13.94	73	212.97
PRODUCT 23	28.57	31	19	877.6
PRODUCT 24	7.14	4	42	43.4
PRODUCT 25	-100	-128	0	0
TOTAL SYRUP	332.26	292730.3	1119	95979

OILS - 4				
Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	28.15	798.03	171	1739.4
PRODUCT 2	10.59	23	277	328.08
PRODUCT 3	47.37	9077.58	197	9414.5
PRODUCT 4	19.53	92.07	20	857.4
TOTAL OILS	105.64	590.68	165	9539.3

LIST OF ITEM CATEGORY WISE SALES ANALYSIS

POWDER - 7				
Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	17.3	51.31	50	836.41
PRODUCT 2	17.83	40.87	11	476.25
PRODUCT 3	13.2	53.74	6	845.87
PRODUCT 4	13.13	22.34	62	636.84
PRODUCT 5	13.32	45.9	75	551.72
PRODUCT 6	12.87	9	3	90.42
PRODUCT 7	15.56	5	10	91.2
TOTAL POWDER	103.21	218.16	34	9628.7

OTHERS - 7				
Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	10.52	34	99	493.61
PRODUCT 2	25.2	937.86	33	4457.9
PRODUCT 3	60.38	927.87	69	977.91
PRODUCT 4	8.93	54.35	82	703.82
PRODUCT 5	10.45	96.4	5	7346.3
PRODUCT 6	33.71	27	5	322.82
PRODUCT 7	20	80	8	46.4
PRODUCT 8	433.29	121.68	1	980.55
PRODUCT 9	-27.27	-7	7	360
PRODUCT 10	8.33	8	12	20.4
PRODUCT 11	448.12	9.4	5	49.62
PRODUCT 12	569.93	7.76	2	9.84
PRODUCT 13	247.85	8.88	1	9.92
PRODUCT 14	223	4.88	1	9.92
PRODUCT 15	311.09	6.88	1	9.92
PRODUCT 16	722.18	8.88	1	9.92
PRODUCT 17	1192	6.88	1	9.92
PRODUCT 18	363.79	1.88	1	89.92
PRODUCT 19	-100	-3	0	0
PRODUCT 20	-100	-62	0	0
TOTAL OTHER	4461.5	641.6	1917	3778.7

LIST OF ITEM CATEGORY WISE SALES ANALYSIS

OINTMENTS - 14				
Item Name	Profit %	Profit Amt.	Qty	Amount
PRODUCT 1	101.69	601.14	64	848.85
PRODUCT 2	84.85	204.07	98	1049.6
PRODUCT 3	45.12	825.46	44	2603.5
PRODUCT 4	36.36	912.58	21	1981.6
PRODUCT 5	23.59	808.36	89	718.89
PRODUCT 6	19.83	116.93	1015	1704.2
PRODUCT 7	19	431.2	536	9365.8
PRODUCT 8	17.53	88.01	14	355.25
PRODUCT 9	15.36	97	707	912.67
PRODUCT 10	14.83	550.31	655	1633.8
PRODUCT 11	12.5	15	30	93
PRODUCT 12	7.65	2	22	49.2
PRODUCT 13	6.63	76	24	515.19
PRODUCT 14	-7.58	-62.08	52	71.73
TOTAL TUBES	332.36	2766	201	36912

24 — 2025

PURCHASE PERFORMANCE REPORT

- Past 5 Year Purchase
- Month Wise Purchase
- Party Wise Purchase
- Product Wise Purchase
- Division Wise Purchase

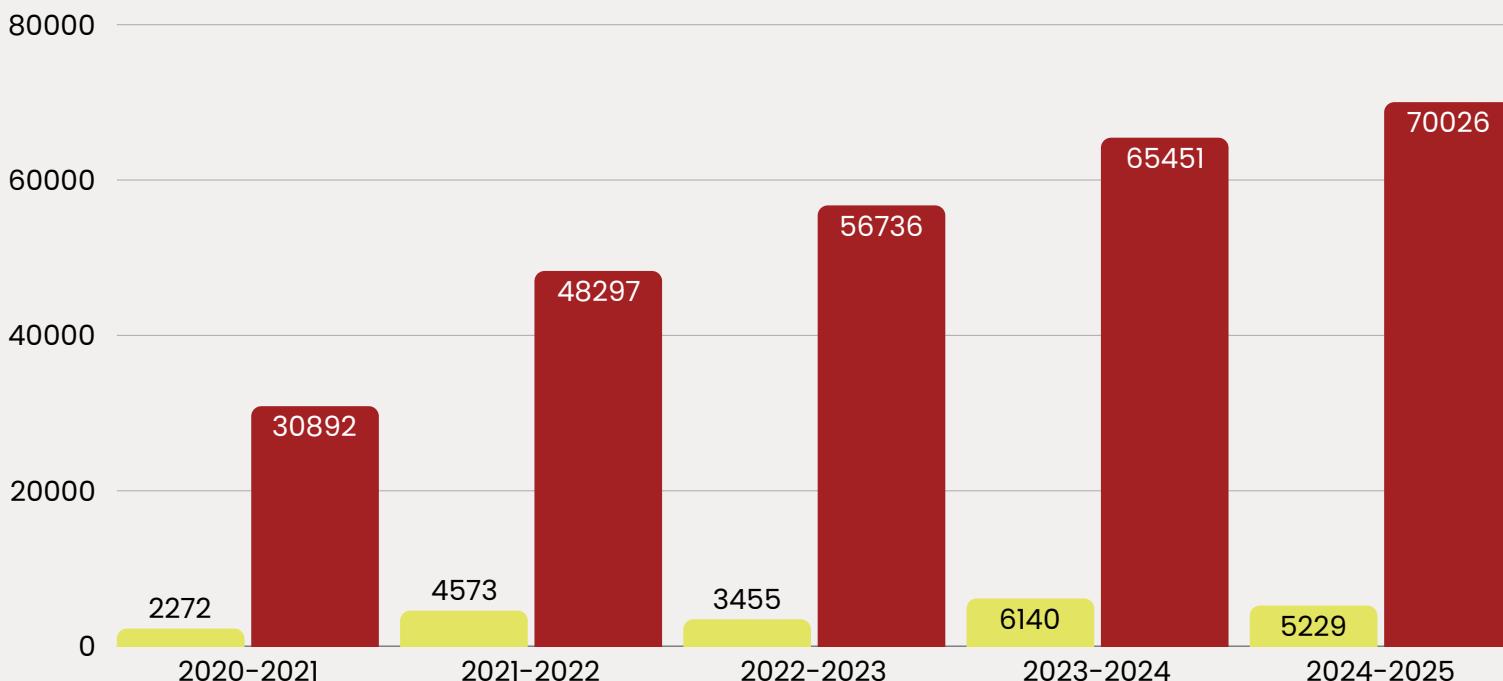
5 YEAR'S PURCHASE ANALYSIS

BCF

2020- 2025

Metric:	MAX QTY	MIN QTY	AVG QTY	AVG AMT
Year	2023-2024	2020-2021	2021-2022	2022-2023

● Net Qty(P-Pr) ● Net Amount(P-Pr)



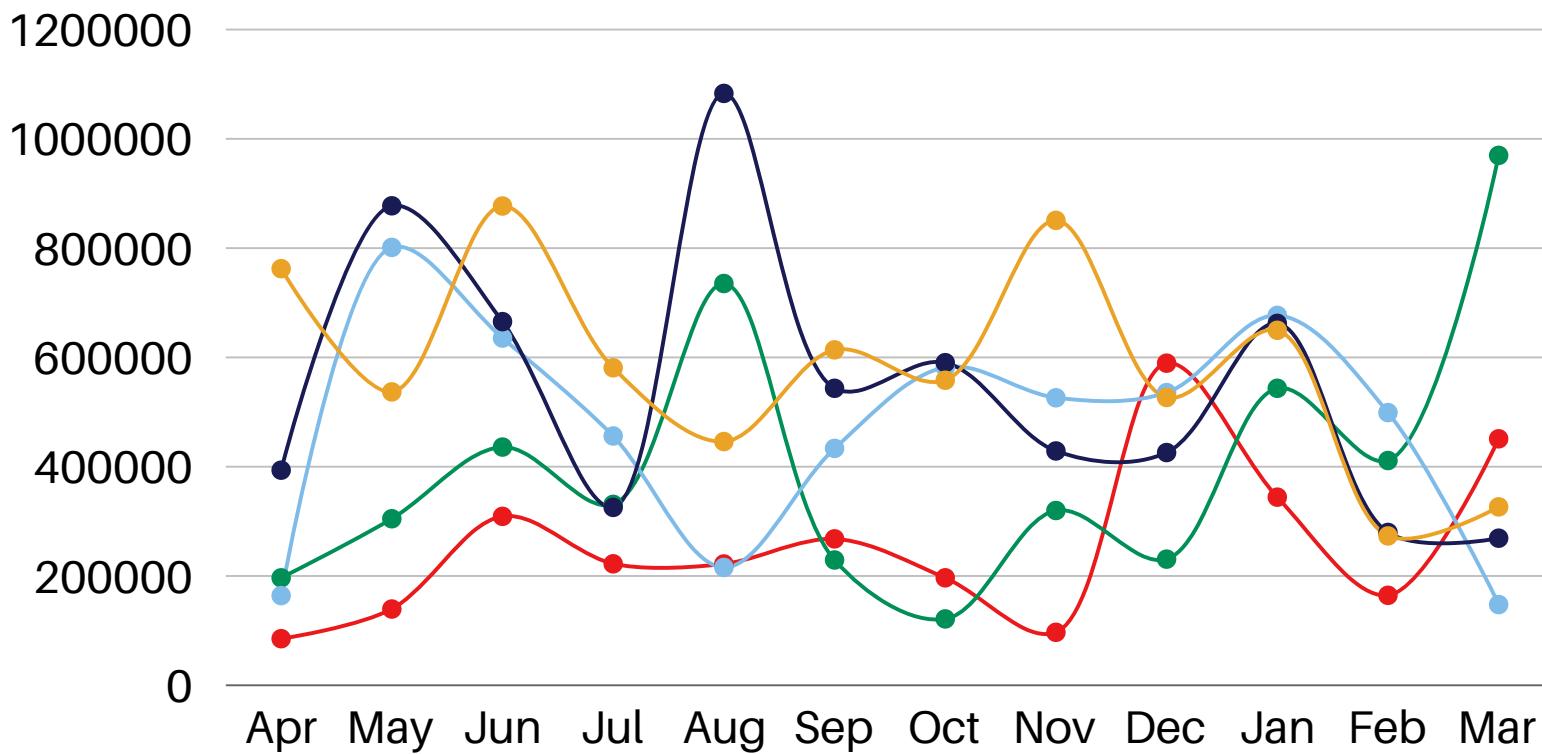
Month Name	Per Unit Price	Net Retn Amt	Net Quantity	Net Amount	Growth %
2020-2021	13.56	1130.64	7243	89259.17	0
2021-2022	10.56	0	7313	29652.6	56.33
2022-2023	16.41	30	5540	73677.49	83.65
2023-2024	10.65	1509.29	4061	45035.79	111.85
2024-2025	13.38	4097.2	2976	2517.55	26.67

5 YEAR PURCHASE ANALYSIS AMT WISE

Month Name	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Apr	256	6634.22	4121.26	3640.06	2429.33
May	9534.6	4738.21	1360.93	7467.64	6931.17
Jun	9142.31	5911.1	5444.43	5477.55	7063.78
Jul	2286.78	1084.64	6219.14	5537.34	1016.3
Aug	2012.22	5253.74	5641.2	83138.74	5995.74
Sep	962.84	9320.66	3493.14	3489.86	3853.11
Oct	6688.2	1424.43	1979.16	7373.81	8246.1
Nov	928.64	9837.12	6151.02	8840.31	2807.08
Dec	9474.32	9857.62	5661.79	5903.18	6705.86
Jan	44274.2	3509.97	6920.94	2297.68	9633.64
Feb	4649.23	1320.84	8992.24	9688.68	3350.58
Mar	1049.79	9760.05	7692.24	9180.94	6484.86
Total	89259.17	29652.6	73677.49	45035.79	802517.55

● 2020 -2021 ● 2021-2022 ● 2022-2023

● 2023-2024 ● 2024-2025



MONTH WISE PURCHASE

6920736.55

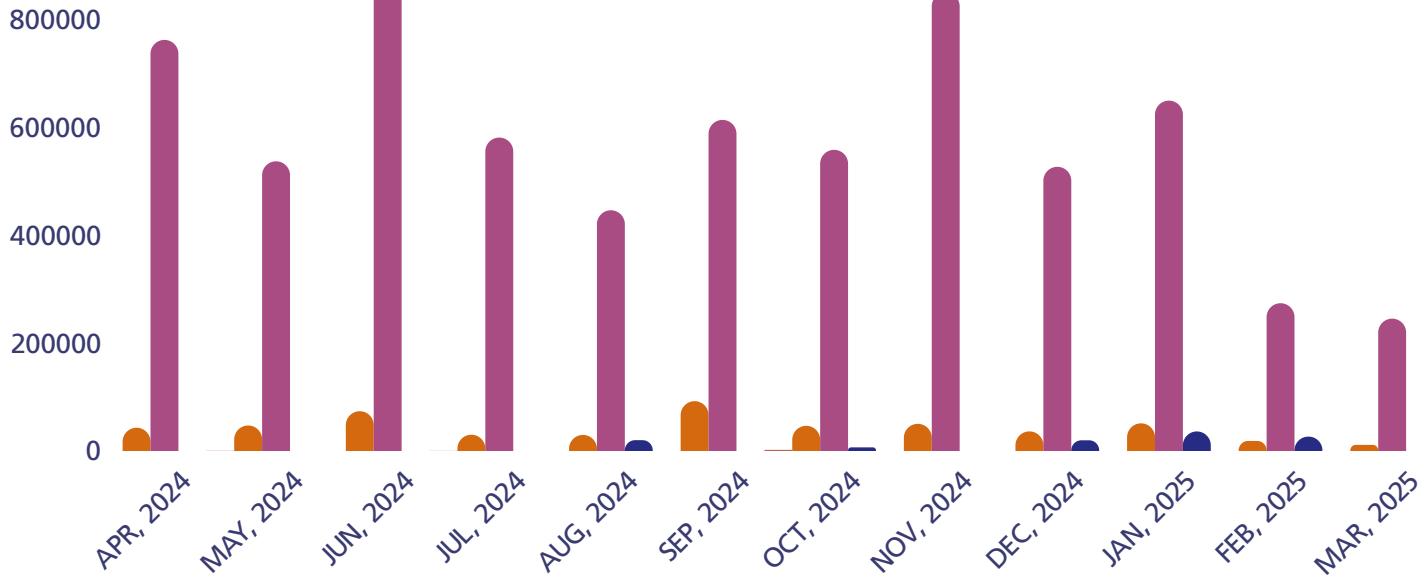
NET AMT


TOTAL Net Qty: 518513.00 | Net Amt (P - PR): 6920736.55 | Net Retn: 104097.20


Month Name	Net Qty	Net Amount	Net Rtn	Depend %	Month Name	Net Qty	Net Amount	Net Rtn	Depend %
APR, 2024	420.00	2429.33	0.00	8.11	OCT, 2024	642.00	8246.10	56.36	8.80
MAY, 2024	220.00	6931.17	0.00	8.91	NOV, 2024	301.00	6807.08	0.00	9.50
JUN, 2024	768.00	7063.78	0.00	14.03	DEC, 2024	286.00	6705.86	742.88	6.80
JUL, 2024	798.00	1016.30	0.00	5.61	JAN, 2025	220.00	9633.64	194.88	9.68
AUG, 2024	713.00	5995.74	19002	5.53	FEB, 2025	561.00	3350.58	549.36	3.38
SEP, 2024	399.00	3853.11	0.00	17.62	MAR, 2025	247.00	4703.86	0.00	1.97

● Net Qty(P-Pr) ● Net Amount(P-Pr) ● Net Rtn Amt ● Free Qty

1000000



NET PURCHASE QUANTITY

Highest Purchase September

17.6%

Average Purchase July

5.6%

Lowest Purchase March

1.9%

Last 6 Months Purchase

10.3%

MONTH V/S PARTY WISE PURCHASE ANALYSIS

MONTH	COUNT	PORTFOLIO % (79-Count)	MAX PURCHASE	MIN PURCHASE
April	21	26.58227848	CAP	POWDER
May	13	16.4556962	TAB	LYCOPENE+
June	21	26.58227848	CAP	POWDER
July	12	15.18987342	TAB	SYRUPS
August	13	16.4556962	CAP	SUSP
September	20	25.3164557	TAB	TAB
October	13	16.4556962	TAB	TAB
November	27	34.17721519	CAP	TONIC
December	19	24.05063291	CAP	TAB
January	12	15.18987342	TAB	POWDER
February	15	18.98734177	SY	SY
March	6	7.594936709	SY	SHOT
Total Product	79	100		

According To Division Report...

Mainly maximum purchase of Pharmaceutical divisions and Minimum Purchase from Nutraceutical Division in each month. Then what is laying in between of both? Yups it's Skincare is getting the average purchasing. Where November get most number of products 27 Items were purchased.



PARTY VS MONTH PURCHASE ITEM NO.

SUM of Net Qty(P-Pr) Party	Month													Grand Total
	Apr, 2024	May, 2024	Jun, 2024	Jul, 2024	Aug, 2024	Sep, 2024	Oct, 2024	Nov, 2024	Dec, 2024	Jan, 2025	Feb, 2025	Mar, 2025		
8139	9900	3011	3059	2047	5188			9125	3036	5335	6301	3277	58418	
7717	6054	3118	2941	1050	3623								24503	
		1028		2620									1418	5066
1751					1001								2001	4753
			2062		2087			3080		6070			9150	
		5640				6162		6084		2076			6225	
13420	1620			29790	5060	10110							17886	
		3954			4970			224					224	
			1		4985								4985	
2931	3111	4814	2640	1027	1282	2660	1152	2941					1	1
					201	126							2928	25486
3997	545	4803	3748		222		6526	1046		0			20887	
			3830	3830		1225	5621	2026	892	6041	3060		26525	
3033		570											3033	
1070	5000	5088		288	2766	500	7936	5883	1056	1800	982		570	
	14350	44320	12880	17850	45440	17000	8630	13920	34790				32369	
													209180	
Grand Total	42058	46220	72768	29098	28713	91399	45642	49301	35286	50220	17561	10247	518513	

6

10

1

2

2

1

PARTY 1

PARTY 2

PARTY 3

PARTY 4

PARTY 5

PARTY 6

1

6

2

1

7

10

PARTY 7

PARTY 8

PARTY 9

PARTY 10

PARTY 11

PARTY 12

15

15

1

7

8

PARTY 13

PARTY 14

PARTY 15

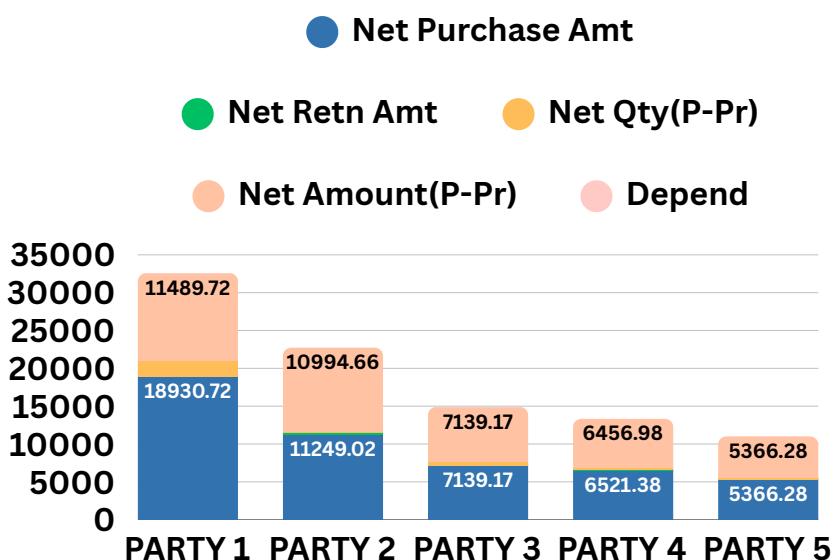
PARTY 16

PARTY 17

PARTY WISE PURCHASE REPORT

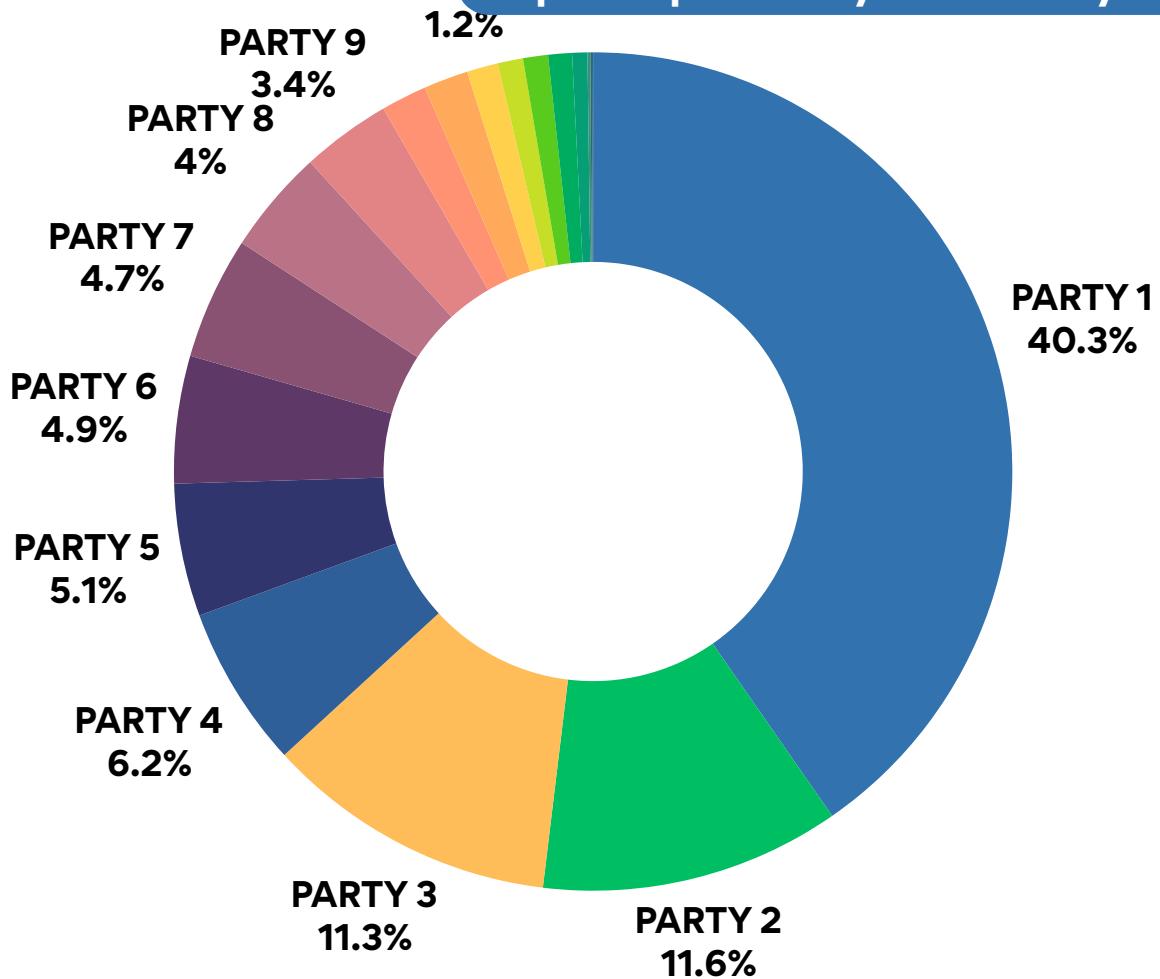


Top 5 Purchase Amt Wise



Total Parties	57 Worked
Average Amt	₹ 3148.93
Average Party	PARTY 5
Drug Party	82 Worked
Herbal Party	43 Worked
Nutra Party	5 Worked

Top 8 Dependency Rate % Qty Wise



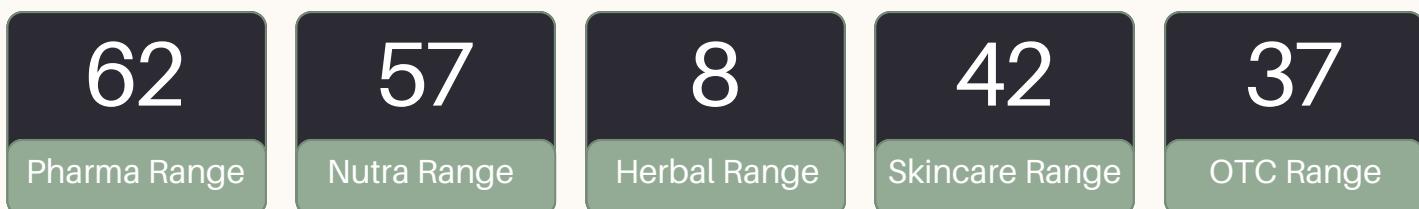
PARTY WISE PURCHASE REPORT



Party Name	Per Unit Cost	Net Qty	Net Amont	Depend Rate
PARTY 1	5.49	9180.00	48930.72	40.3422865
PARTY 2	8.17	500.00	7590.92	11.57155173
PARTY 3	12.22	418.00	3929.17	11.26644848
PARTY 4	13.24	369.00	8678.32	6.242659297
PARTY 5	24.34	525.00	5673.98	5.115590159
PARTY 6	19.87	486.00	6621.33	4.915209455
PARTY 7	21.90	503.00	6676.28	4.725628866
PARTY 8	52.63	887.00	99430.66	4.028250015
PARTY 9	12.32	886.00	8355.52	3.449479569
PARTY 10	23.52	50.00	5266.02	1.764661638
PARTY 11	18.33	24.00	3660.28	1.72107546
PARTY 12	44.84	25.00	9129.00	1.200548492
PARTY 13	21.84	66.00	6641.44	0.977024684
PARTY 14	10.97	85.00	715.36	0.961403089
PARTY 15	9.911	53.00	110.91	0.916659756
PARTY 16	21.84	33.00	240.72	0.58494194
PARTY 17	3.32	27.00	550.00	0.063064957
PARTY 18	590	1.00	800.00	0.000192859
PARTY 19	760	1.00	700.00	0.000192859
TOTAL	13.34	8513.00	6920736.55	100.00

ITEM WISE PURCHASE ANALYSIS

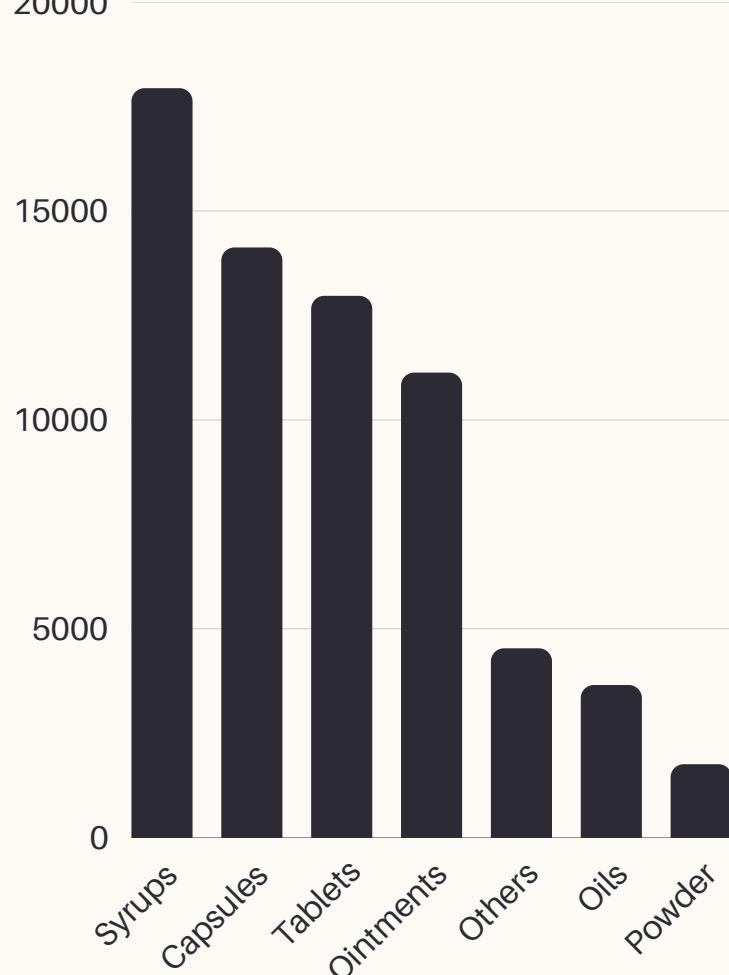
RANGE OF PRODUCTS UNDER EACH SECTOR



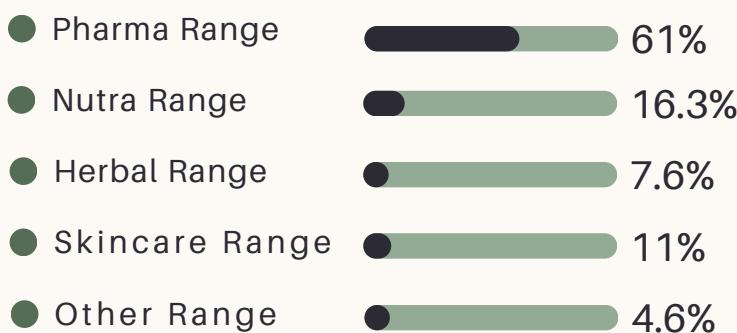
Formation Range Count

Formation	Range Count
Ointments	42
Tablets	52
Capsules	4
Syrups	68
Oils	5
Powder	7
Others	69

AMOUNT SECTOR WISE PURCHASE



Purchase Sector Qty Wise %



CONCLUSION

As we are distributor and having networks in traditional pharmacy stores the pharma range with 61% dependency rate as it contains 24 items only where as in skincare segment also got good response and need to be focused it closed this year with only 11% rate but having only 8 items.

TOP 40 ITEM WISE PURCHASE ANALYSIS

BCF

2025

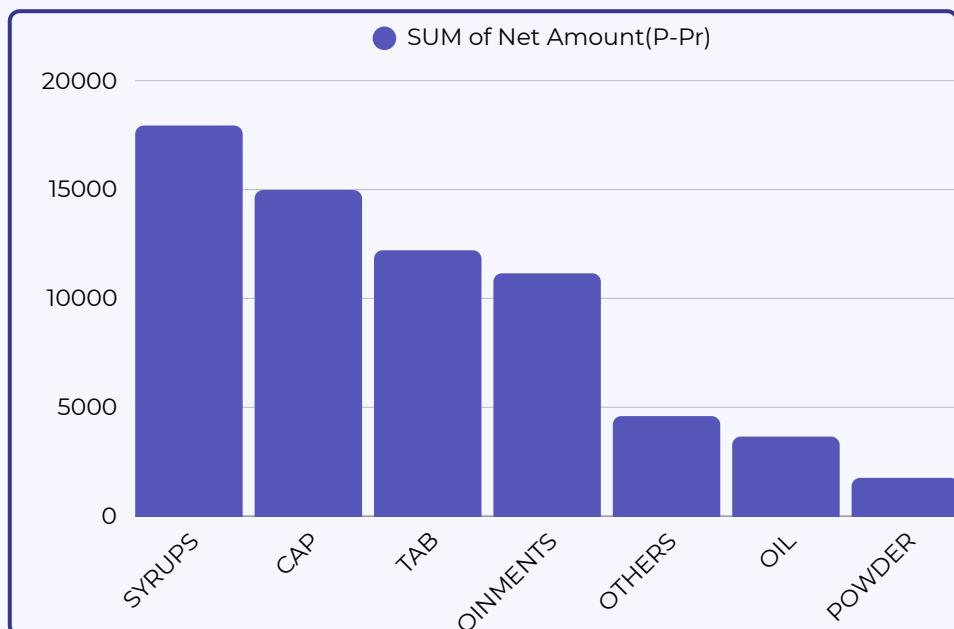
Item Name	Net Qty	Net Amount	Net Retn Amt	Dependency % Rate
PARTY 1	440.00	4851.20	0.00	8.620506368
PARTY 2	640.00	3767.04	0.00	8.048383075
PARTY 3	320.00	167.68	0.00	5.473828259
PARTY 4	910.00	2583.68	0.00	4.621441867
PARTY 5	315.00	8403.78	0.00	4.506437353
PARTY 6	280.00	702.40	0.00	4.499672382
PARTY 7	980.00	2253.60	0.00	4.441686913
PARTY 8	870.00	7747.20	0.00	4.265797658
PARTY 9	700.00	2720.00	0.00	3.865697923
PARTY 10	920.00	1550.40	0.00	3.850235131
PARTY 11	886.00	5355.52	0.00	3.457093652
PARTY 12	604.00	9540.74	0.00	2.436162831
PARTY 13	150.00	4101.20	0.00	2.348411488
PARTY 14	430.00	6569.40	0.00	2.209246363
PARTY 15	583.00	8448.72	6209.28	2.045534056
PARTY 16	523.00	7071.84	0.00	2.033936962
PARTY 17	932.00	9212.16	0.00	1.939034078
PARTY 18	80.00	272.00	0.00	1.913520472
PARTY 19	72.00	3982.50	0.00	1.811466047
PARTY 20	25.00	9129.00	0.00	1.203198478
PARTY 21	60.00	723.20	0.00	1.171306471
PARTY 22	65.00	5616.50	4130.00	1.102690332
PARTY 23	96.00	5406.72	0.00	1.062293789
PARTY 24	28.00	1882.40	0.00	1.010493437
PARTY 25	70.00	271.24	0.00	0.979954423
PARTY 26	70.00	613.12	0.00	0.979954423
PARTY 27	66.00	8641.44	0.00	0.979181284
PARTY 28	60.00	270.08	0.00	0.978021574
PARTY 29	80.00	166.08	0.00	0.943230293
PARTY 30	74.00	1296.20	4130.00	0.942070584
PARTY 31	90.00	303.00	0.00	0.908439012
PARTY 32	27.00	786.45	0.00	0.875000725
PARTY 33	83.00	590.60	0.00	0.866496189
PARTY 34	58.00	106.77	156.75	0.861664067
PARTY 35	41.00	869.68	0.00	0.858378224
PARTY 36	99.00	119.48	0.00	0.830931768
PARTY 37	33.00	7391.21	0.00	0.818174965
PARTY 38	67.00	179.11	0.00	0.650790245
PARTY 39	33.00	527.04	0.00	0.624890069

CATOGORY WISE ITEM ANALYSIS



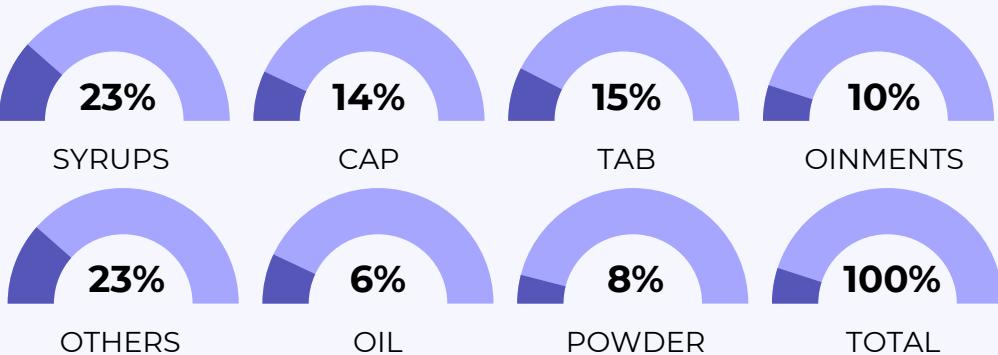
TOP 4 PERFORMER CATOGORY

SYRUPS	13924.94
CAP	97127.44
TAB	12969.48
OINMENTS	9819.96



CATEGORY	PURCHASE QTY	NET AMOUNT	COUNT
SYRUPS	1016	93924.94	18
CAP	1569	97127.44	11
TAB	1676	20969.48	12
OINMENTS	538	15932.12	8
BRUSH, SHAMPHOO, TEA, SOAP	402	9231.97	18
OIL	403	9853.84	5
POWDER	37	5457.57	7
Grand Total	5224	32497.36	79

CATEGORY DIVERSIFICATION (IN %)



CATOGORY WISE ITEM ANALYSIS



Category	Item Name	Net Amount
TABLET	PRODUCT 1	720
TABLET	PRODUCT 2	7747.2
TABLET	PRODUCT 3	167.68
TABLET	PRODUCT 4	183.36
TABLET	PRODUCT 5	6569.4
TABLET	PRODUCT 6	952
TABLET	PRODUCT 7	702.4
TABLET	PRODUCT 8	857.92
TABLET	PRODUCT 9	358.4
TABLET	PRODUCT 10	4851.2
TABLET	PRODUCT 11	4101.2
TABLET	PRODUCT 12	5406.72
CAPSULE	PRODUCT 13	1550.4
CAPSULE	PRODUCT 14	9129
CAPSULE	PRODUCT 15	270.08
CAPSULE	PRODUCT 16	166.08
CAPSULE	PRODUCT 17	271.24
CAPSULE	PRODUCT 18	2720
CAPSULE	PRODUCT 19	2253.6
CAPSULE	PRODUCT 20	613.12
CAPSULE	PRODUCT 21	3767.04
CAPSULE	PRODUCT 22	8583.68
CAPSULE	PRODUCT 23	803.2
POWDER	PRODUCT 24	369.3
POWDER	PRODUCT 25	858.64
POWDER	PRODUCT 26	896.28
POWDER	PRODUCT 27	85.08
POWDER	PRODUCT 28	106.77
POWDER	PRODUCT 29	945
POWDER	PRODUCT 30	896.5
SYRUP	PRODUCT 31	448
SYRUP	PRODUCT 32	688.64
SYRUP	PRODUCT 33	8448.72
SYRUP	PRODUCT 34	7641.44
SYRUP	PRODUCT 35	851.2
SYRUP	PRODUCT 36	527.04
SYRUP	PRODUCT 37	590.6
SYRUP	PRODUCT 38	755.36
SYRUP	PRODUCT 39	8403.78

Category	Item Name	Net Amount(P-Pr)
SYRUP	KUFFWIN-LS SY 1*100ML	163982.5
SYRUP	LEVO CETRIZINE SY 30ML	40723.2
SYRUP	LYCOPENE+ SY 300ML	94786.45
SYRUP	MOXCILLIN CLAVE DRY SYR 30ML	259540.74
SYRUP	MOXCILLIN DUO CLAVE DRY SYR 30ML	94556
SYRUP	MULTIVITAMINS SY 200ML	82069.68
SYRUP	UBZYME SY 200ML	54179.11
SYRUP	CETCAL D3 SHOT 4*5ML	72217.6
SYRUP	CIFEXCIN-LB SUSP 30ML	19514.88
OIL	10 IN 1 HERBAL HAIR OIL 200ML	81462.48
OIL	ANNIE HAIR OIL 100ML	35931
OIL	ANNIE HAIR OIL 12% 100ML	42140
OIL	BIO ANNIE ONION OIL 100ML	98437.96
OIL	ORTHO CARE OIL 1*60ML	111882.4
TUBE	BIO CTMC CREAM 15GM	106071.84
TUBE	BIO EZEEDREM KFIX CREAM 50GM	95060.8
TUBE	CET Q10+CREAM 30GM	64587.3
TUBE	EZEEDERM K6 CREAM 15GM	220355.52
TUBE	KOJICO CREAM 20GM	235616.5
TUBE	KOJICO FACE WASH 50ML	201296.2
TUBE	SUNSCREEN LOTION 60ML	63731.8
TUBE	ORTHO CARE GEL 30GM	129212.16
BRUSH, SHAMPHOO, TEA, SOAP	BLUE TEA 40GM	5544
BRUSH, SHAMPHOO, TEA, SOAP	FERTILLY TEA 40GM	462
BRUSH, SHAMPHOO, TEA, SOAP	HIBISCUS TEA 40GM	924
BRUSH, SHAMPHOO, TEA, SOAP	PERIODS CARE TEA 40GM	346.5
BRUSH, SHAMPHOO, TEA, SOAP	SKIN GLOW TEA 40GM	409.5
BRUSH, SHAMPHOO, TEA, SOAP	SLIMFIT TEA 40GM	283.5
BRUSH, SHAMPHOO, TEA, SOAP	KETOWIN SOAP 75GM	107391.21
BRUSH, SHAMPHOO, TEA, SOAP	MAFENIC PARA SUSP 60ML	32494.56
BRUSH, SHAMPHOO, TEA, SOAP	MAFENIC-DS SUSP 60ML	35185.92
BRUSH, SHAMPHOO, TEA, SOAP	NEEM&ALOEVERA SOAP 75GM	71019.48
BRUSH, SHAMPHOO, TEA, SOAP	NETTLE DRY LEAVES 40GM	661.5
BRUSH, SHAMPHOO, TEA, SOAP	PIMPLES CARE SOAP 75G	34312.04
BRUSH, SHAMPHOO, TEA, SOAP	ANNIE SHAMPOO 200ML	19944.96
BRUSH, SHAMPHOO, TEA, SOAP	BAMBOO STAND 1*1	2065
BRUSH, SHAMPHOO, TEA, SOAP	BAMBOO TOOTH BRUSH 1*1	42303
BRUSH, SHAMPHOO, TEA, SOAP	BIO ANNIE ONION SHAMPOO 200ML	103910.8
BRUSH, SHAMPHOO, TEA, SOAP	CALENDULA 40GM	1092
BRUSH, SHAMPHOO, TEA, SOAP	DRY JASMINE FLOWERS 40GM	882

GRAND TOTAL

62497.36

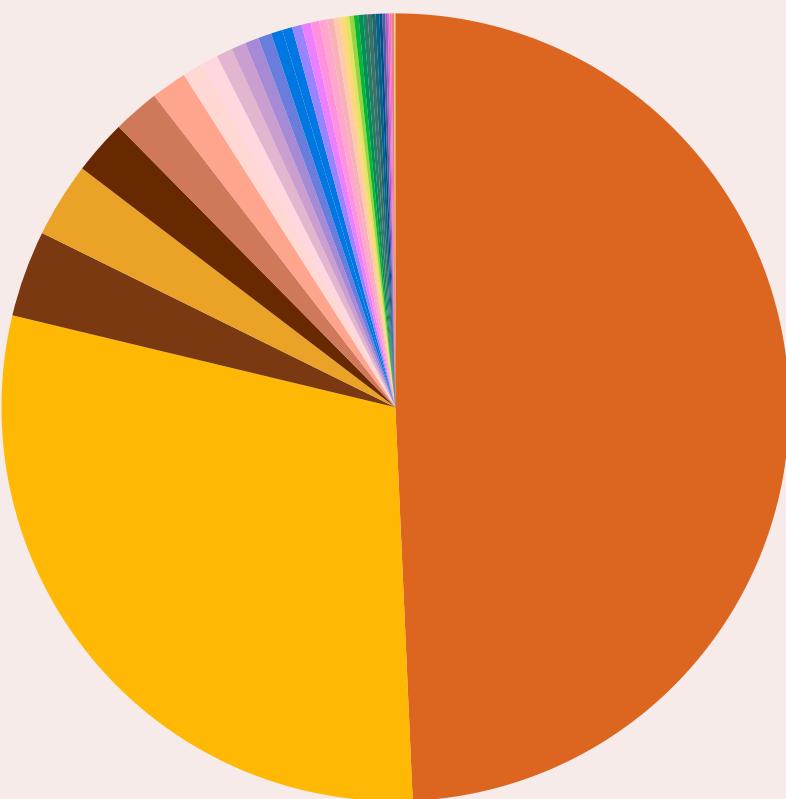
2025

FINANCIAL PERFORMANCE REPORT

- Debtors List (Inward Payments)
 - Creditors List (Outward Payments)
 - Outstanding List
 - Payment Details
-

PAYMENT WISE ANALYSIS

Payment Collection Party Wise:

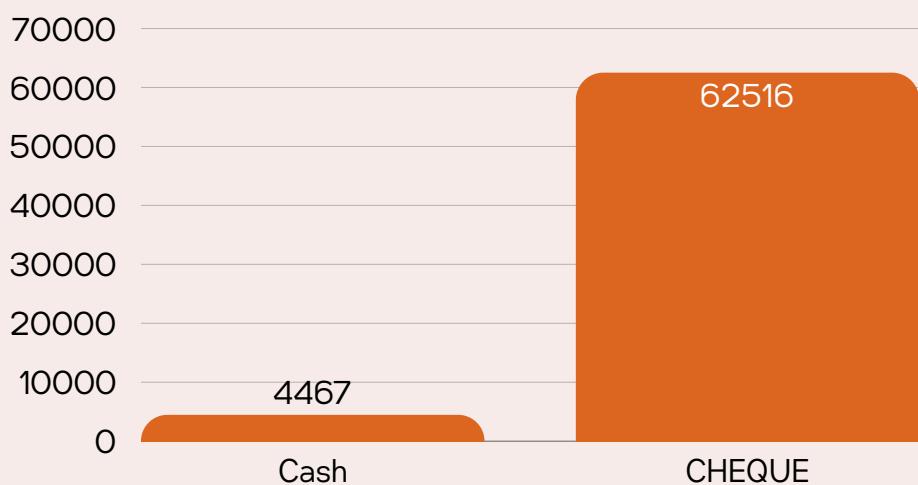


Top % Wise Payment Parties

PARTY 1	49.3%
PARTY 2	29.5%
PARTY 3	3.5%
PARTY 4	3.2%
PARTY 5	2.2%
PARTY 6	1.9%
PARTY 7	1.5%
PARTY 8	0.83%
PARTY 9	0.70%
PARTY 10	0.7%
PARTY 11	0.59%
PARTY 12	0.56%
PARTY 13	0.55%
PARTY 14	0.47%
PARTY 15	0.411%
PARTY 16	0.40%
PARTY 17	0.36%
PARTY 18	0.35%
PARTY 19	0.32%

Total Cash VS Cheque

CASH: 4447.00
CHEQUE: 61705.81
CASH: 6%
CHEQUE: 94%



Yearly Payment Done By Office



PARTY NAME	TOTAL	CASH	CHEQUES
PARTY 1	33049.00	2315.00	70800.00
PARTY 2	72900.00	0.00	72900.00
PARTY 3	7285.00	0.00	7285.00
PARTY 4	5990.00	0.00	5990.00
PARTY 5	9902.00	61.00	8341.00
PARTY 6	8022.00	0.00	8022.00
PARTY 7	128.29	0.00	128.29
PARTY 8	892.00	0.00	892.00
PARTY 9	937.00	937.00	0.00
PARTY 10	659.00	0.00	44659.00
PARTY 11	843.00	672.00	171.00
PARTY 12	900.00	0.00	900.00
PARTY 13	945.00	745.00	890.00
PARTY 14	500.00	0.00	500.00
PARTY 15	550.00	70.00	380.00
PARTY 16	800.00	800.00	0.00
PARTY 17	514.00	0.00	514.00
PARTY 18	28.00	928.00	2.00
PARTY 19	789.00	556.00	233.00
PARTY 20	553.28	0.00	553.28
PARTY 21	423.00	209.00	814.00
PARTY 22	751.00	0.00	751.00
PARTY 23	744.00	0.00	744.00
PARTY 24	621.00	621.00	0.00
PARTY 25	500.00	0.00	500.00
PARTY 26	400.00	0.00	400.00
PARTY 27	249.00	0.00	249.00
PARTY 28	774.00	774.00	0.00
PARTY 29	107.00	0.00	107.00
PARTY 30	549.00	0.00	749.00
PARTY 31	69.00	169.00	0.00
PARTY 32	52.00	0.00	52.00
PARTY 33	22.00	0.00	22.00
PARTY 34	77.00	0.00	77.00
PARTY 35	95.00	0.00	95.00
PARTY 36	50.00	550.00	0.00
PARTY 37	50.00	150.00	0.00
PARTY 38	54.00	554.00	0.00
PARTY 39	80.00	380.00	0.00
PARTY 40	72.00	72.00	0.00
PARTY 41	50.00	50.00	0.00
PARTY 42	77.24	0.00	77.24
TOTAL COLLECTION	8652.81	6947.00	5105.81

DEBTORS & CREDITORS

This Highlights Report offers a detailed summary of the Debtors and creditors which covers almost every aspects.

Highlights Of The Year



₹ 10,128

STOCK IN HAND



₹ 28,598

BALANCE AFTER REPAY

Debtors V/S Creditors

Total



₹ 31,978

Credit



₹ 60,276

Debit

Full Debit & Creditor Amt Wise

S No	LEDGER	DEBIT
1	PARTY 1	33456
2	PARTY 2	20598
3	PARTY 3	2943
4	PARTY 4	1718
5	PARTY 5	645
6	PARTY 6	167
7	PARTY 7	164
8	PARTY 8	158
9	PARTY 9	153
10	PARTY 10	78
11	PARTY 11	51
12	PARTY 12	39
13	PARTY 13	34
14	PARTY 14	31
15	PARTY 15	30
16	PARTY 16	26
17	PARTY 17	24
18	PARTY 18	50
	TOTAL	6034276

S NO.	LEDGER	CREDIT
1	PARTY 19	9,209
2	PARTY 20	5,234
3	PARTY 21	5,484
4	PARTY 22	7822
5	PARTY 23	4698
6	PARTY 24	8237
7	PARTY 25	8,091
8	PARTY 26	914
9	PARTY 27	696
10	PARTY 28	293
12	PARTY 29	140
	TOTAL	31898



2025

DIGITAL PERFORMANCE REPORT

B2B Report

- Indiamart
- Trade India
- Exporter India

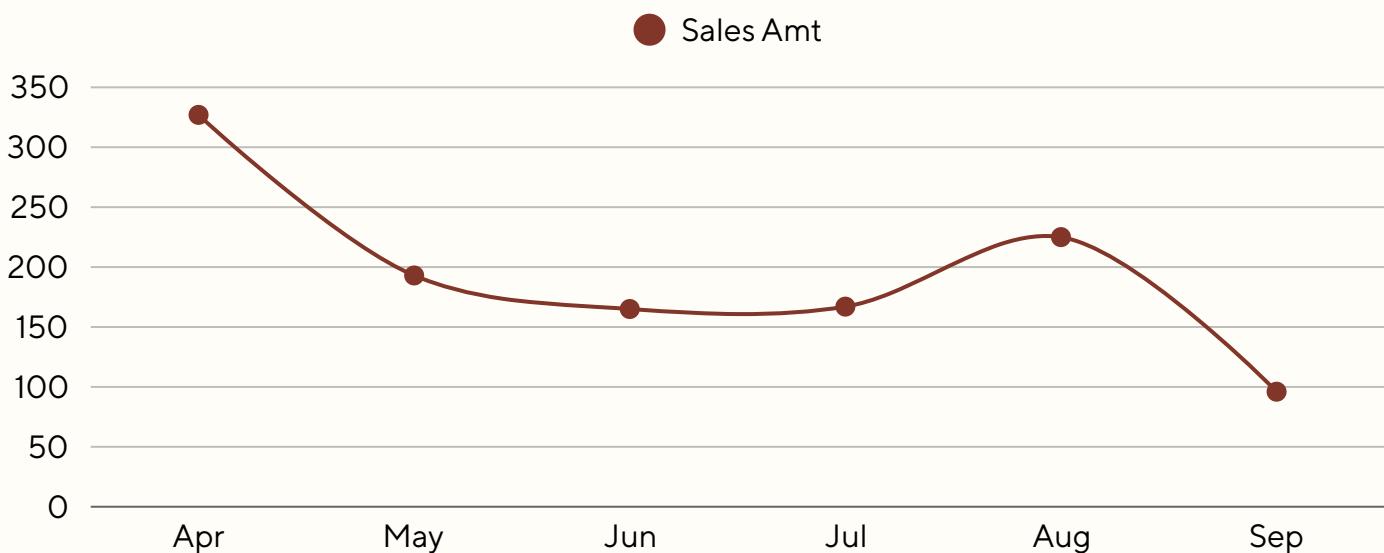
B2C Report

- Amazon
- Flipkart
- Tata 1MG
- Meesho

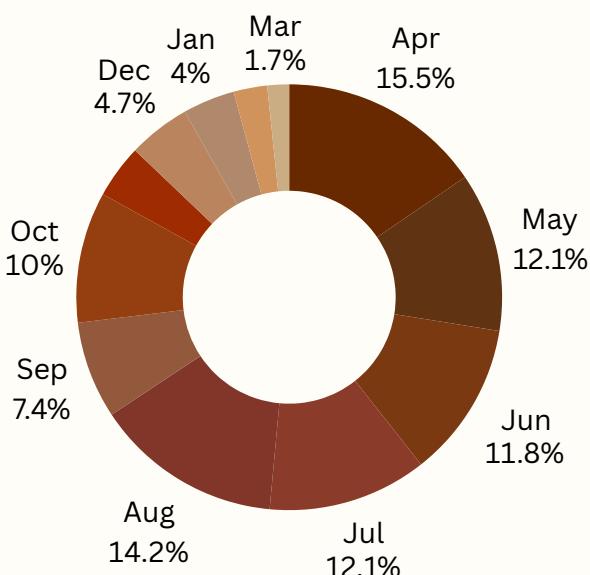
Social Media

- Instagram
 - Youtube
 - Facebook
 - Pinterest
-

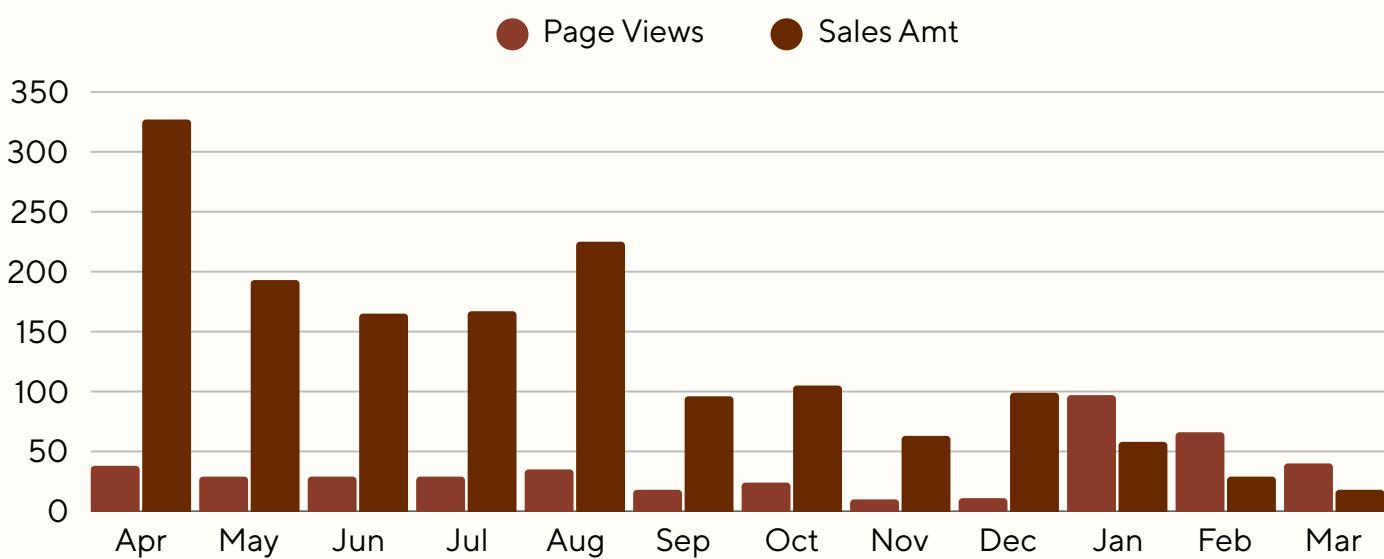
Amazon Sales Report



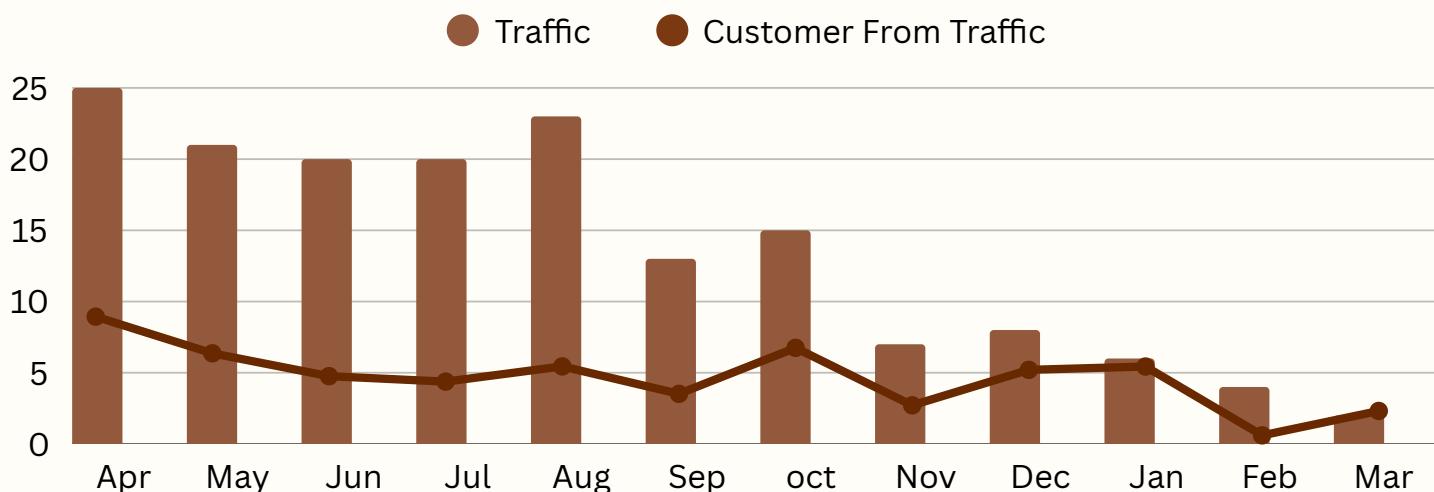
Percentage Page View Month Wise



Month	% Per Page View	Month	% Per Page View
Apr	15.46	Oct	9.95
May	12.07	Nov	4.07
Jun	11.83	Dec	4.73
Jul	12.09	Jan	3.95
Aug	14.22	Feb	2.55
Sep	7.38	Mar	1.65



Amazon Sales Report



Month	Order Items	Traffic	Customer From Traffic	Sales Amount
Apr	159	25	12.53%	327.00
May	104	21	9.98%	358.00
Jun	86	52	8.39%	528.00
Jul	76	13	8.01%	720.00
Aug	108	98	9.07%	547.00
Sep	44	30	7.16%	90.00
Oct	83	97	10.36%	504.00
Nov	26	4	6.36%	49.00
Dec	37	9	8.83%	8.00
Jan	29	2	9.06%	18.00
Feb	12	3	4.27%	33.00
Mar	8	8	5.97%	69.00
Grand Total	772	922	100.00%	4,910.00

Item Wise Amazon Analysis



Total Visits

4,421



Total Sales

1,910

Bounce Rate

35%

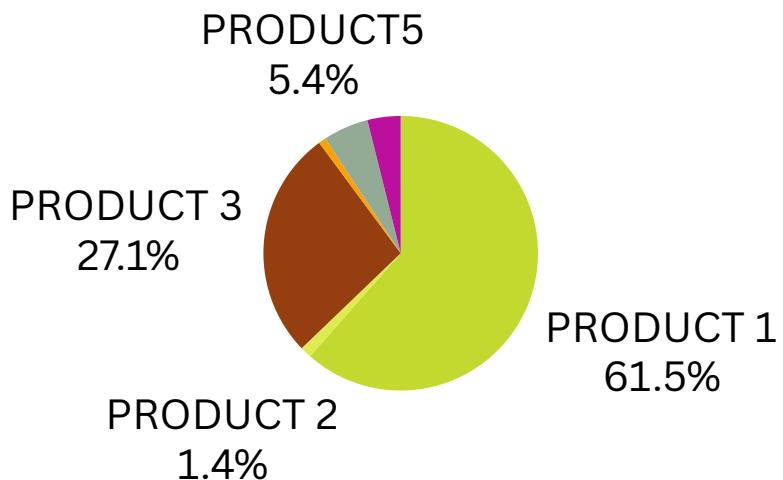
Total Units Ordered

96

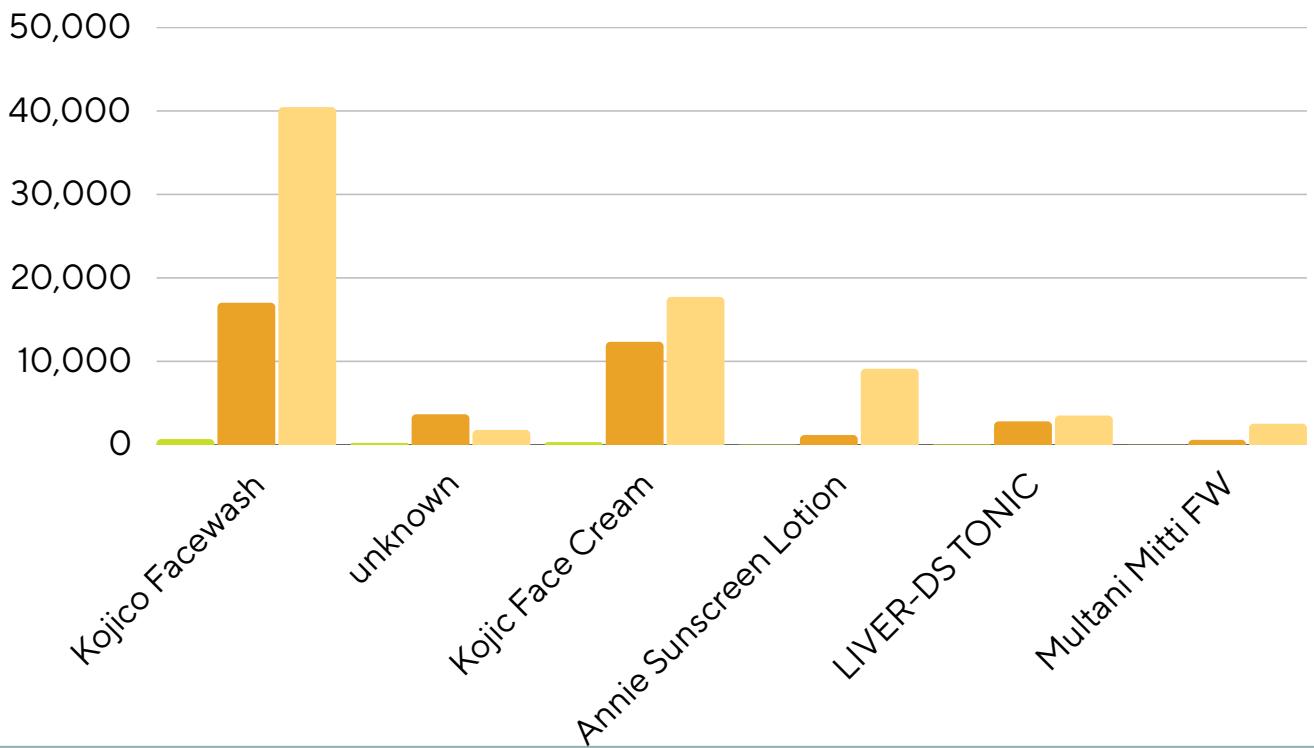
Total Number of Items

7

**Top 6 Items
By Sales Amt**



● Sales Amt ● Impressions ● Qty

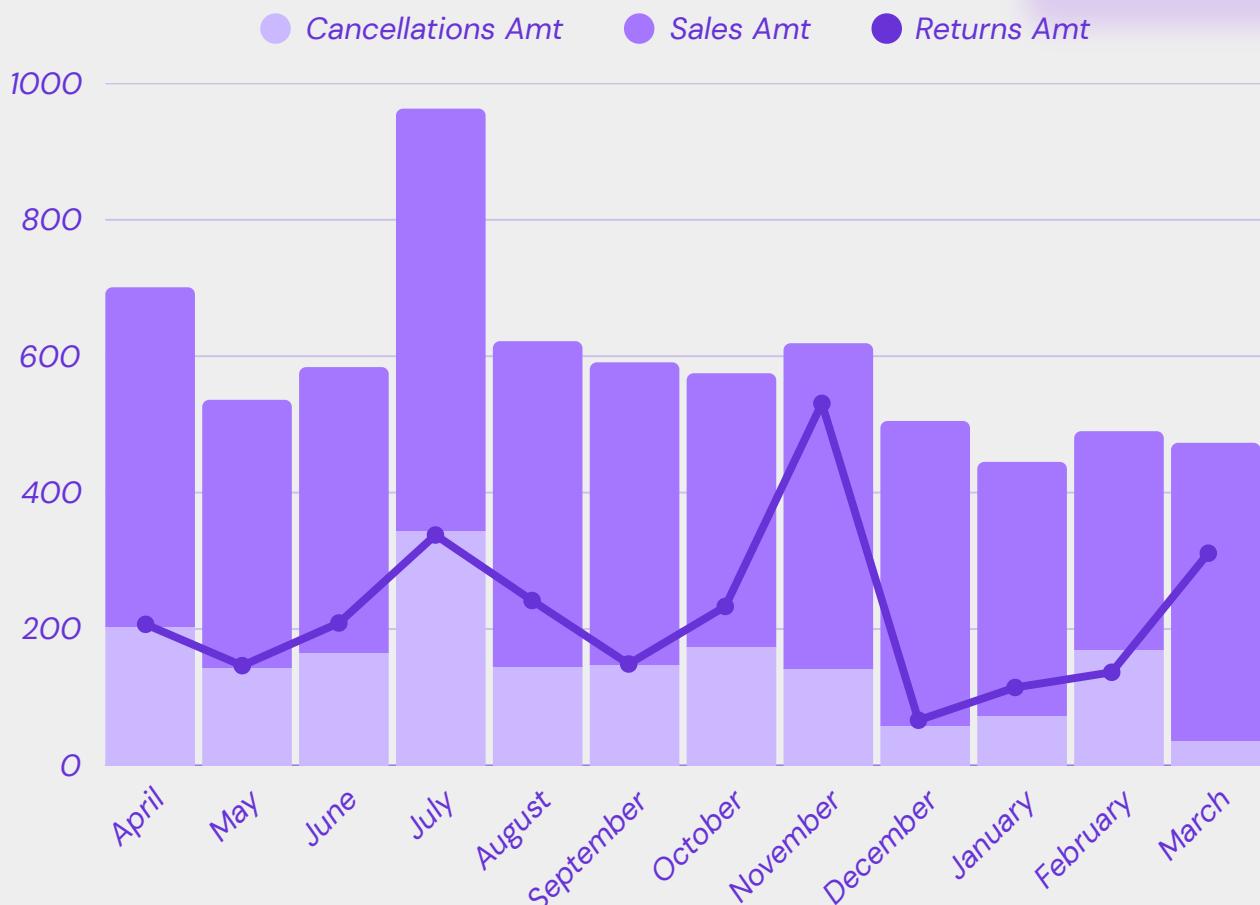


Item Wise Amazon Analysis



Title	Impressions	Qty	Sales Amt
PRODUCT 1	17,025	404	688.00
unknown	3,663	178	254.00
PRODUCT 2	12,344	177	360.00
PRODUCT 3	1,174	91	385.00
PRODUCT 4	2810	35	580.00
PRODUCT 5	595	25	150.00
PRODUCT 6	2028	21	609.00
PRODUCT 7	650	14	486.00
PRODUCT 8	456	12	160.00
PRODUCT 9	118	6	80
PRODUCT 10	345	4	198.00
PRODUCT 11	264	2	90
PRODUCT 12	149	2	58
PRODUCT 13	381	2	98
PRODUCT 14	23	1	30
PRODUCT 15	381	1	49
PRODUCT 16	15	1	15
Grand Total	42,421	976	54,910.00

Flipkart Sales Analysis



Month	Cancellations Amt	Returns Amt	Sales Amt
April	203	29	40
May	430	16	30
June	50	29	90
July	450	56	80
August	50	36	70
September	14	17	30
October	175	34	70
November	20	95	70
December	84	0	70
January	73	99	20
February	17	14	90
March	36	55	70

FACEBOOK Performance Report

BCF



Audience Engagement Metrics

231

Reach

108

Views

14

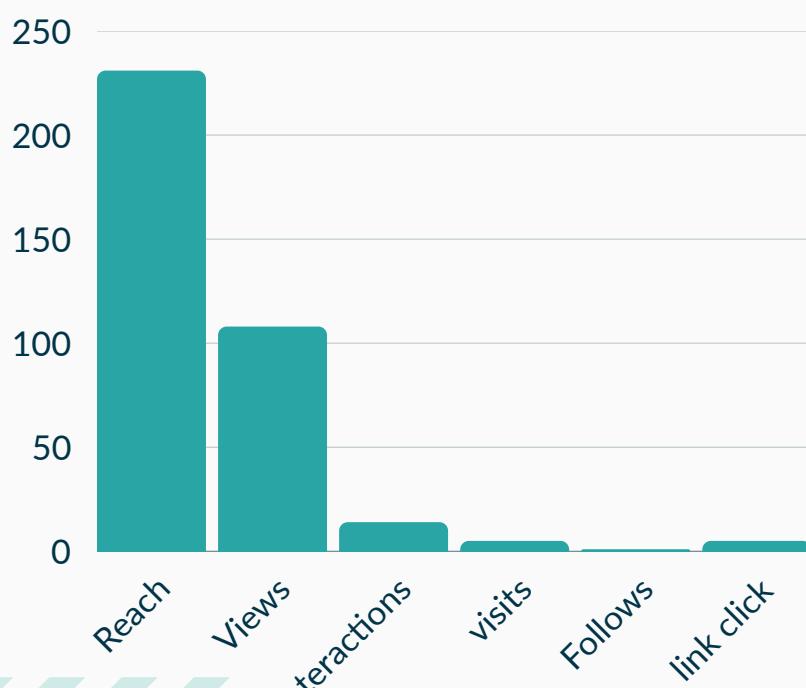
Interactions

5

visits



FACEBOOK STATS



Row Labels	SUM
Reach	231
Views	108
Interactions	14
visits	5
Follows	1
link click	5

Instagram Performance Report



Total Visits

182



Total Views

3428

Total Reach

3,802

Total Interactions

929

Link clicks

96

Analytical Summary

The campaign generated strong visibility with 3,802 reach and 3,428 views, leading to 30,946 follows. However, engagement dropped with 182 visits and 36 link clicks, highlighting opportunities to improve conversions and interactions.

Link Clicks
125

Total Reach
54984

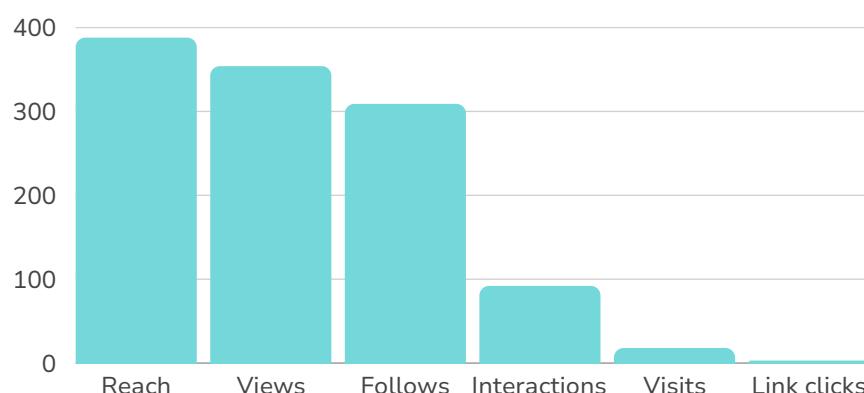
Visits
989

Views
442

Interactions
562

Follows
597

Instagram Stats



Reach 5645

Views 9895

Follows 946

Interactions 979

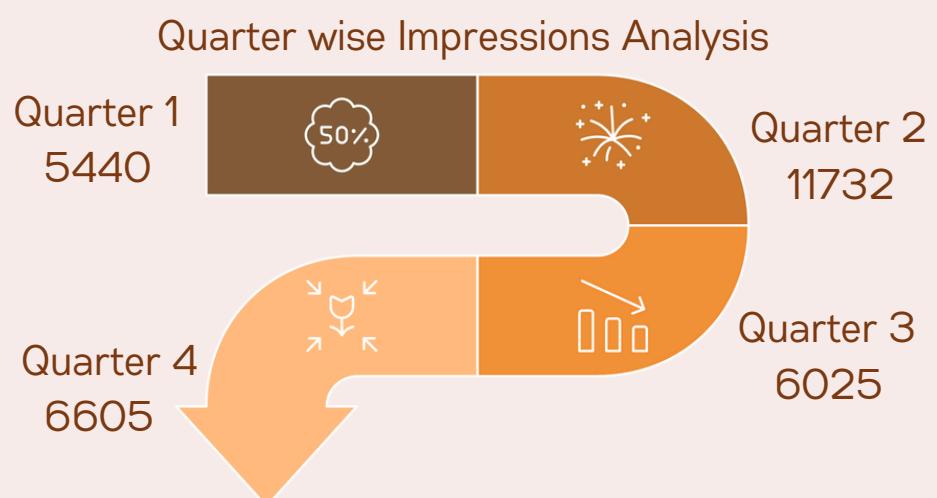
Visits 122

Link clicks 36

PINTREST PERFORMANCE REPORT

Quarter Wise Analysis Report According to Impressions

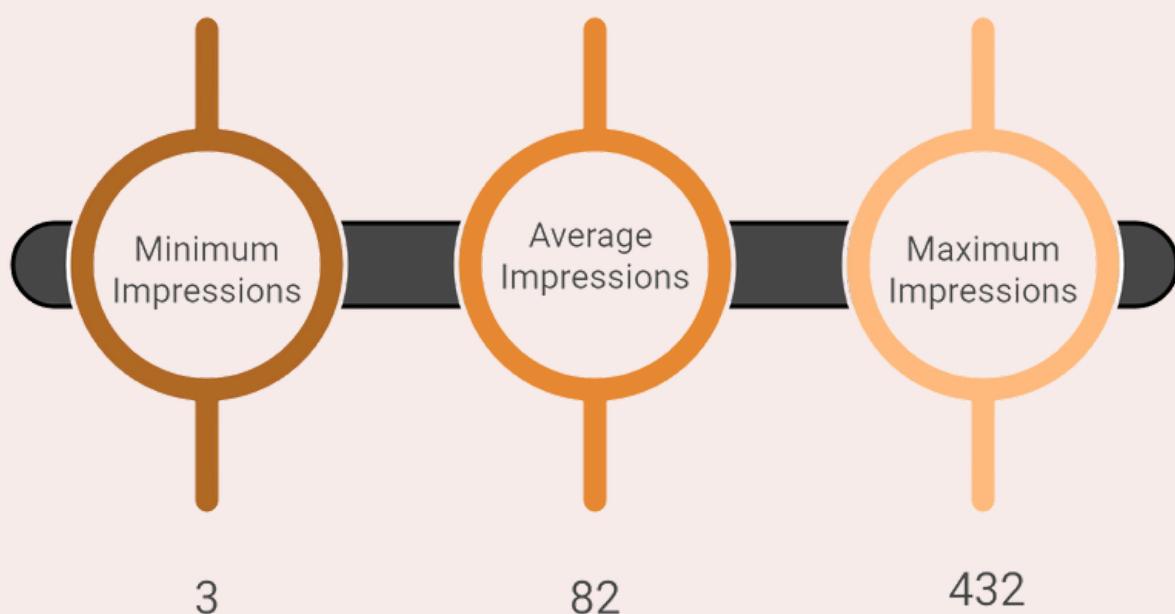
Quarter	Sum of Impressions
Q1	54
Q2	732
Q3	25
Q4	95



19-04-2024

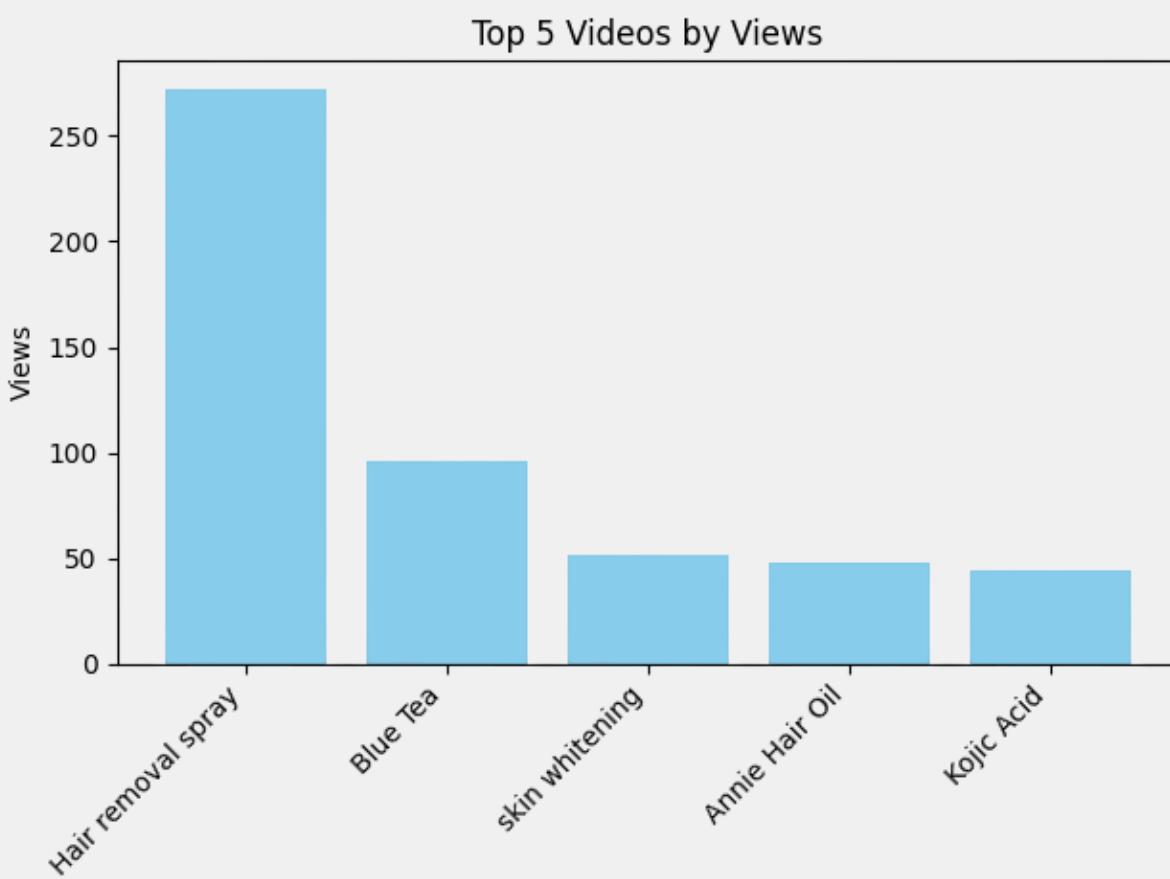
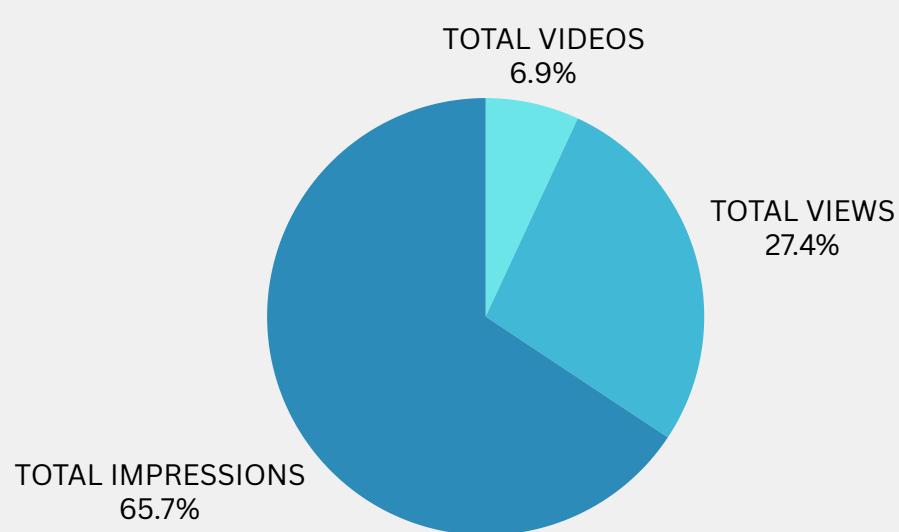
20-11-2024

25-09-2024



YOUTUBE PERFORMANCE

Metric	Value
Total Videos	86
Total Views	2356
Total Watch Time	8.23hours
Total Impressions	5649
Avg. CTR	3.75%
Subscribers Gained	56
Top Video Views	16



17 APRIL 2025 18:39PM

Year-End Analysis Report

Thank You!



BIO CONCEPT FORMULATION

Presented to
MANPREET SINGH
CEO

Prepared Under
MANPREET SINGH
CEO

Presented by
Ish Kashyap
Business Analyst Intern