

# New Marketing Centre LLC

## Financial Analysis 2013- 2014

Key Performance Indicator

Sales | Current Vs Prior yr

9,23,11,095✓  
Last Year: 2,64,15,256  
(+249.46%)

Orders | Current Vs Prior yr

861132✓  
Last Year: 2,64,674 (+225.36%)

Profit | Current Vs Prior yr

1,30,15,238✓  
Last Year: 38,78,465 (+235.58%)

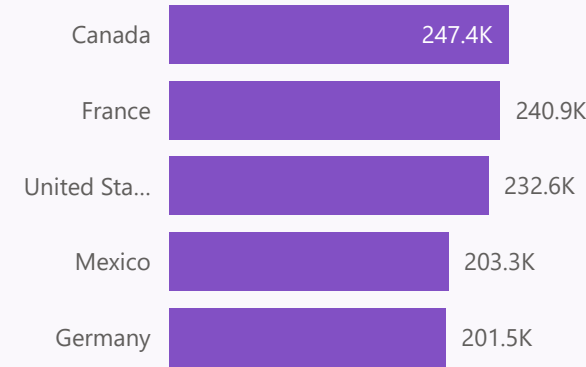
Profit Margin | Current Vs

14.1%!  
Last Year: 14.7% (-3.97%)

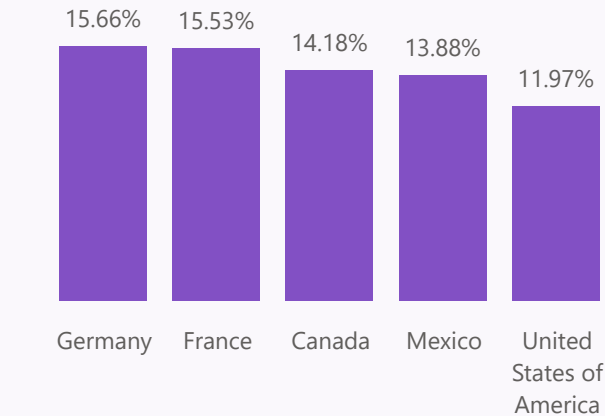
Discount | Current Vs Prior

70,59,717✓  
Last Year: 214553149% (+229.04%)

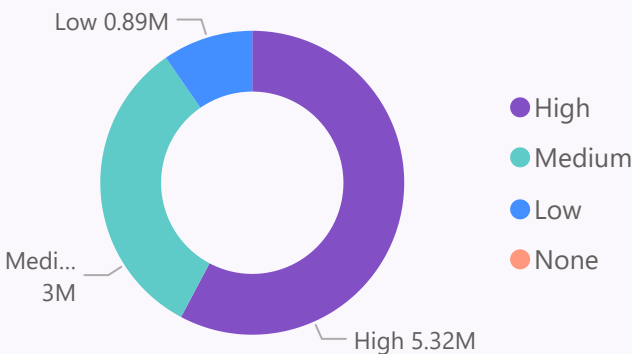
Order by Country



Profit Margin by Country



% of Discounts Offered by Discount Band

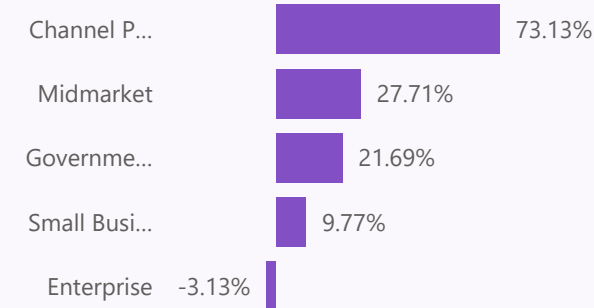


Profit Margin by Segment and Products

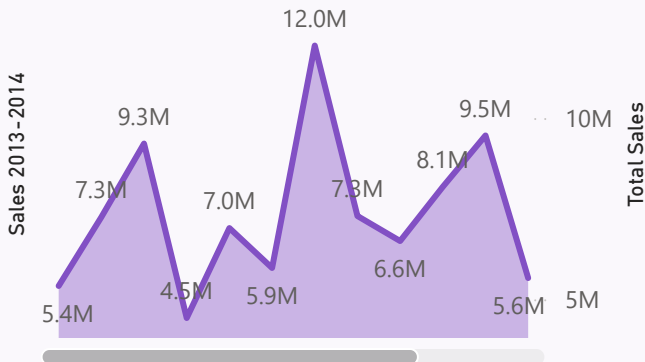
Segment	Profit Margin
Channel Partners	73.13%
Amarilla	72.43%
Carretera	73.68%
Montana	73.50%
Paseo	73.01%
Velo	73.40%
VTT	73.05%
Enterprise	-3.13%
Amarilla	-3.60%
Carretera	-6.95%
Montana	-1.19%
Paseo	-1.55%
Velo	-2.37%
VTT	-4.31%
Government	21.69%
Amarilla	22.21%
Carretera	23.01%
Montana	20.30%
Paseo	20.54%
Velo	22.48%
VTT	22.35%
Total	14.23%

Profit Margin by Segment

Profit Margin by Segment



Sales by Year of Month



Top 3 Products by Sales Amount

