New Marketing Centre LLC Financial Analysis 2013- 2014 Key Performance Indicator **Profit Margin | Current Vs** Discount | Current Vs Prior **Orders | Current Vs Prior yr** Profit | Current Vs Prior yr Sales | Current Vs Prior yr 9,23,11,095~ 1,30,15,238 14.1%! 70.59.717~ 861132~ Last Year: 2.64.15.256 Last Year: 214553149% (+229.04%) Last Year: 38,78,465 (+235.58%) Last Year: 14.7% (-3.97%) Last Year: 2,64,674 (+225.36%) (+249.46%)**Profit Margin by Country Order by Country** % of Discounts Offered by Discount Band **Profit Margin by Segement and Products** Segment **Profit Margin** 15.66% 15.53% 14.18% Low 0.89M 13.88% 73.13% **□** Channel Partners 247.4K Canada 11.97% 72.43% Amarilla High 240.9K 73.68% Carretera France 73.50% Montana Medium 232.6K United Sta.. 73.01% Paseo Low 73.40% Velo None Mexico 203.3K Medi... 73.05% VTT 3M **⊟** Enterprise -3.13% Germany France Canada Mexico United 201.5K Germany High 5.32M -3.60% States of Amarilla America -6.95% Carretera -1.19% Montana **Sales by Year of Month Profit Margin by Segment Top 3 Products by Sales Amount** -1.55% Paseo Profit Margin by Segment -2.37% Velo 12.0M Paseo 33011K VTT -4.31% 73.13% Channel P... 21.69% Government VTT 20512K Sales 2013-2014 M01 Total Sales Amarilla 22.21% 27.71% 9.3M Midmarket Velo 18250K 23.01% Carretera 21.69% Governme... 20.30% Montana 7.0M Amarilla 17747K 20.54% Paseo Small Busi... Montana 15391K 6.6M Velo 22.48% 5.9M 5.6M 5M VTT 22.35% Enterprise -3.13% 5.4M 13815K Carretera **Total** 14.23%