

BRIGHT COFFEE ANALYSIS

PRESENTED BY

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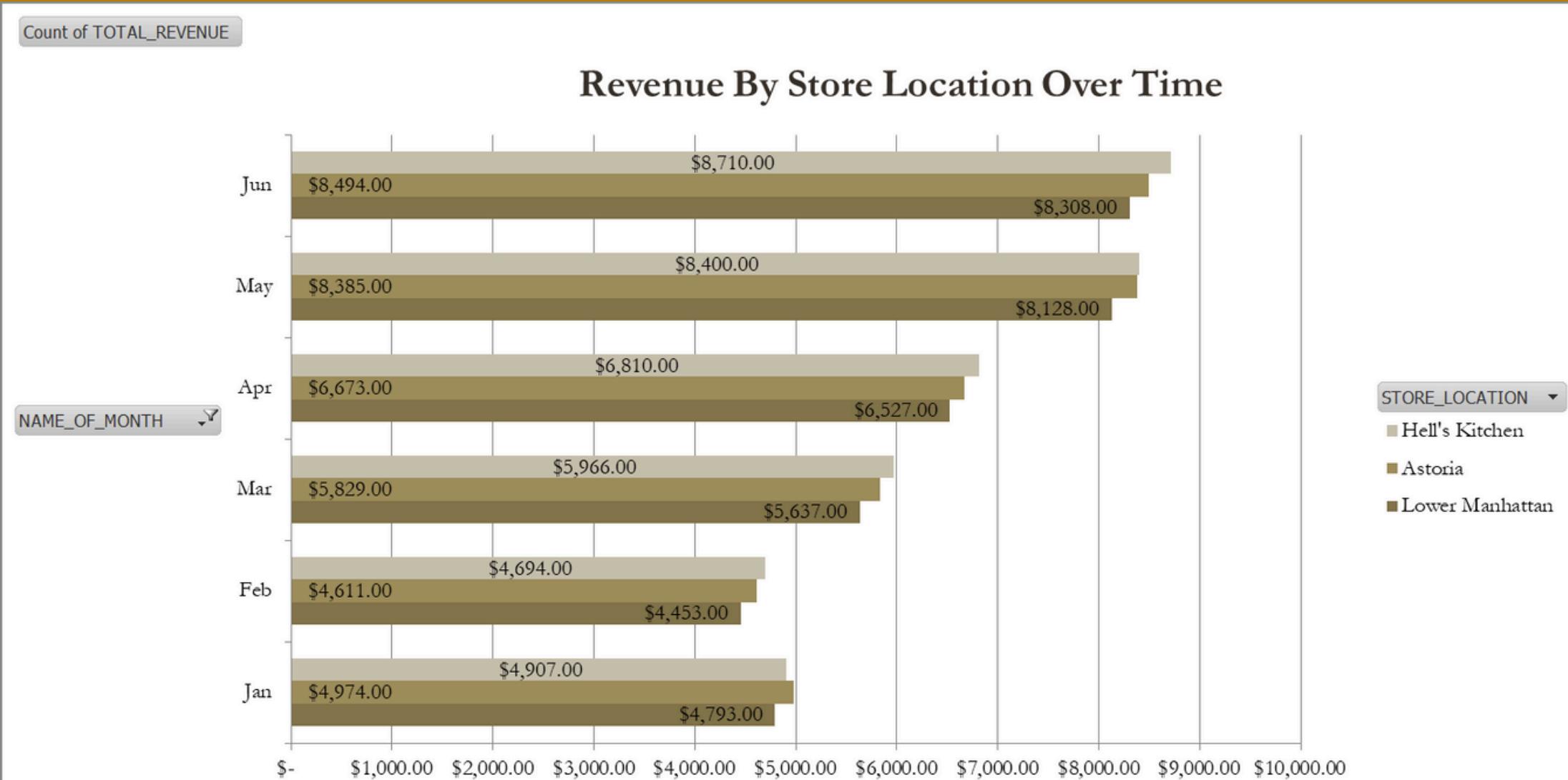


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REVENUE ANALYSIS

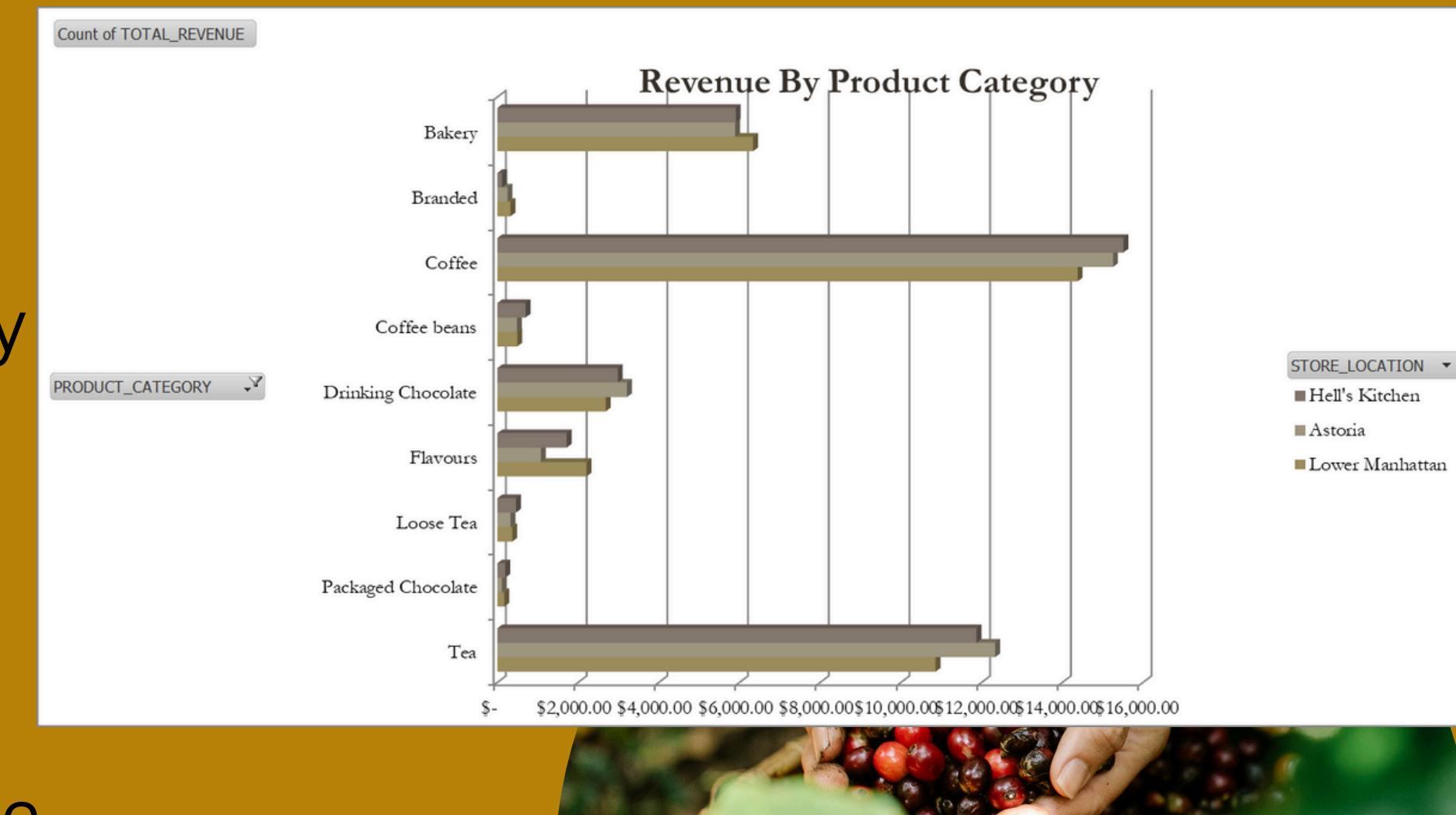
- This summarizes how stores were performing across the last 6 months.
- Hell's Kitchen outperformed the other areas due to the the climate around the region.





PRODUCT ANALYSIS

- Coffee out sold all other products by 38.8% across all stores with Tea trailing behind it by 30.2%.
- Packaged chocolate & Coffee beans should be discontinued or sold as combined items to maximise revenue.



CLOSING REMARKS

bRIGHT COFFEE SHOP should consider other products such as fizzy drinks or water in other locations to maximise sales especially during the summer time as profits clearly rise drastically during the period of Jan- Jun by almost 50%.

