

How can we drive growth in our Food and Beverage Sales Performance?

Revenue
\$21.65M

Total Unit Sold
7.02M

Year

2022
2023
2024

Channel

Distributor
Online
Retail

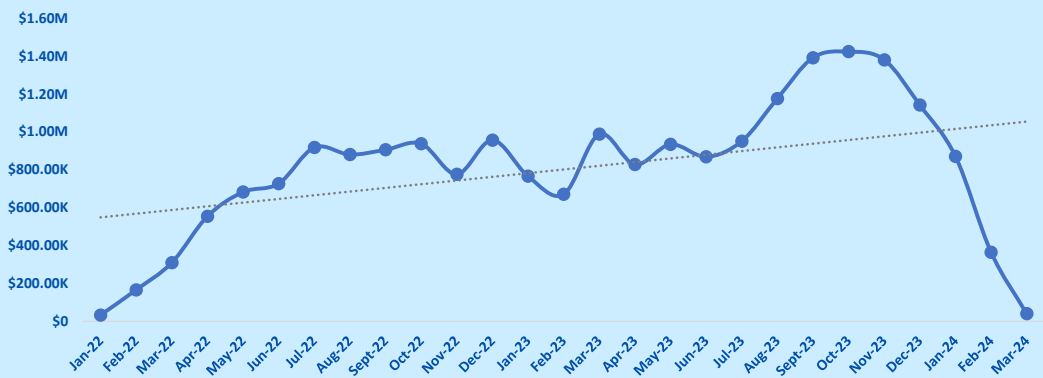
Manager

Felix Bautista
Jenna Cruz

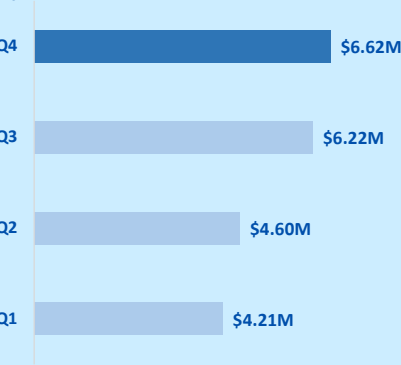
Supervisor

Anna Reyes
Emmanuel Morales
Lara Santos
Marco Aguirre
Noel Salazar

What strategies can we implement to accelerate based on our monthly sales performance?



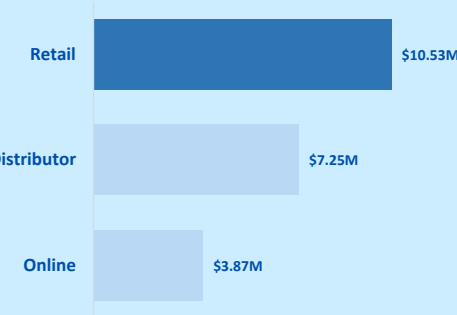
Quarter Four having the highest revenue, how can we maximize other quarters for increased results?



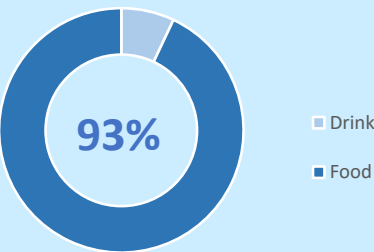
How can we motivate the sales team to achieve peak individual performance?

Salesperson	Revenue
Mikaela Ong	\$5.72M
Marco Salcedo	\$3.94M
Isabella Torres	\$2.87M
Andres dela Torre	\$2.07M
Rafael Villanueva	\$2.04M
Liam Alvarado	\$1.08M
Rafael Lim	\$1.00M
Mia Castillo	\$835.07K
Dante Cruz	\$816.31K
Alyssa Mendoza	\$799.03K
Jasper De Leon	\$443.60K
Trisha Ramos	\$24.25K
Grand Total	\$21.65M

Which channel present the best opportunity for driving enhanced quarterly revenue?



Our Primary Revenue is Food with a contribution of 93%



Highest Revenue Product with a Revenue of \$6.14M

Wheat Flour



Strategies to Drive Growth

- To maximize off-peak quarters, implement targeted campaigns or product launches in Q1 and Q2 to narrow the revenue gap with Q4. This will help smooth the sales curve and improve performance throughout the year.
- Optimizing sales team performance by developing programs to uplift lower and mid-tier salespeople. The aim is to reduce reliance on a few top performers and foster a more robust, uniformly high-achieving team through training, mentorship, and incentive adjustments.
- To diversify revenue, focus on growing Distributor and Online channels through targeted investments in e-commerce, digital marketing, and strengthened partnerships, thereby reducing reliance on the Retail channel.