**RECOMMENDATIONS FOR BI 360:**

1. **APAC** Region is **lowest** in **GM%** **Variance**. In nov 2021, **GM% is (-9.48%)** which is further **lowest in Gaming Laptop** **with (-8.36%)** value. So**, marketing team** should find out ways to fill the gap between **GM% & GM% target**.

2. **Operational Expenses cost** must be **maintained** properly to avoid **declining net profit %.**

3. **Senior executive** should **meet** with **sales executive** of **Distributor and Direct** channel for more **revenue contribution %.**

4**. Supply chain management** should keep **PC** division such as **gaming, business and personal laptops in excess** inventory as it was **out of stock** in spite of having **highest revenue.**

5**. Senior executive** should **meet** with **sales executive** with **Flipkart (3.7%)** and **Sage (3.4%)** for more revenue contribution %.