

# INSIGHT FROM FINANCE ANALYTICS

## FISCAL YEAR 2019:

1. **Net Sales Growth:** AtliQ Hardwares experienced a substantial increase in net sales from 2019 to 2020, with a growth rate of 204.5%. This indicates a significant expansion of the company's sales during this period.
2. **Cost of Goods Sold (COGS):** COGS also increased in line with net sales, demonstrating that the company was able to manage its costs effectively in response to higher sales.
3. **Gross Margin:** The gross margin increased from 2019 to 2020, reflecting that the company was able to maintain profitability while scaling up its operations.
4. **Gross Margin Percentage (GM%):** Although there was a slight decrease in GM% (from 41.4% to 37.3%), it remained relatively healthy, indicating efficient Cost management.

## FISCAL YEAR 2020:

1. **Continued Growth:** Net sales continued to grow in 2020, reaching \$196.7 million, which is a significant increase compared to 2019.
2. **Cost Management:** The company effectively controlled COGS as it scaled up its operations, maintaining a reasonable margin.
3. **Gross Margin:** Gross margin also increased, reflecting the company's ability to maintain profitability.
4. **GM% Stability:** Despite the increase in sales, the GM% remained relatively stable at 37.3%, indicating efficient cost control measures.

## FISCAL YEAR 2021:

1. **Remarkable Growth:** 2021 witnessed a substantial increase in net sales, reaching \$598.9 million, indicating an impressive 204.5% growth compared to 2020.
2. **Challenges Ahead:** However, the GM% slightly decreased from 37.3% to 36.4%, which suggests that the company may need to focus on optimizing costs to maintain profitability in the face of rapid growth.

## MARKET ANALYSIS (FY 2021):

1. **Market-Specific Insights:** The P&L statement for FY 2021 provides a breakdown of net sales, COGS, gross margin, and GM% for different markets, offering valuable insights into the performance of various regions.
2. **Profitability Across Markets:** The gross margin percentages for different markets vary, highlighting areas where the company may need to focus on cost management or pricing strategies.
3. **Top Performing Markets:** South Korea and the USA appear to be the most profitable markets in terms of gross margin.