

SALE OVERVIEW

Year

All

Market

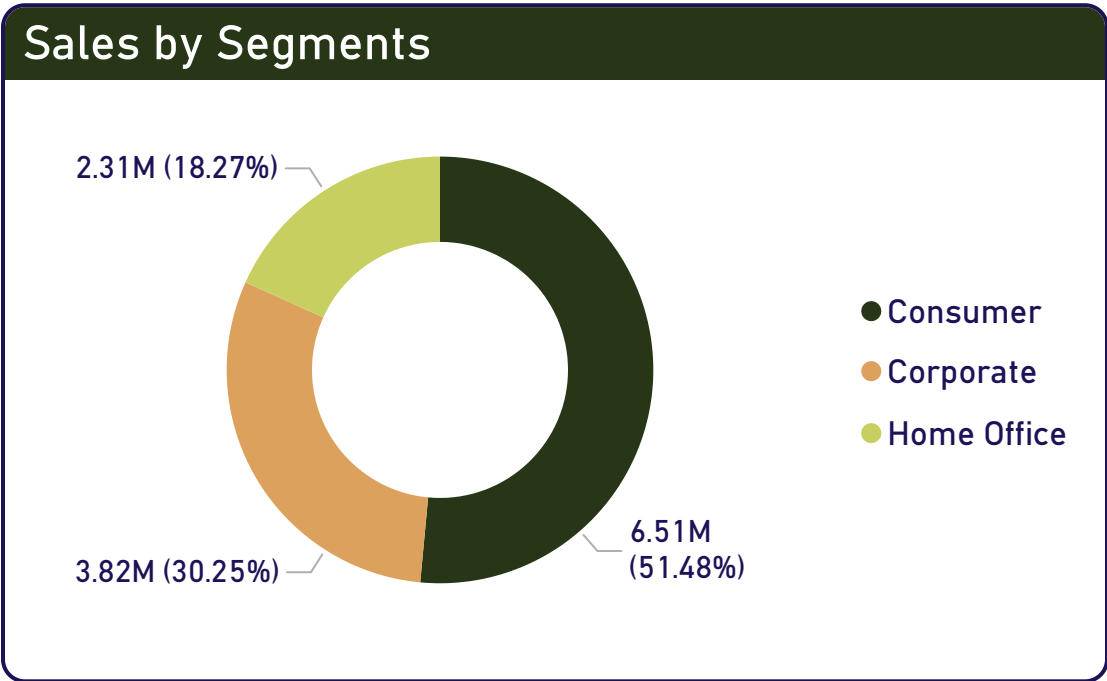
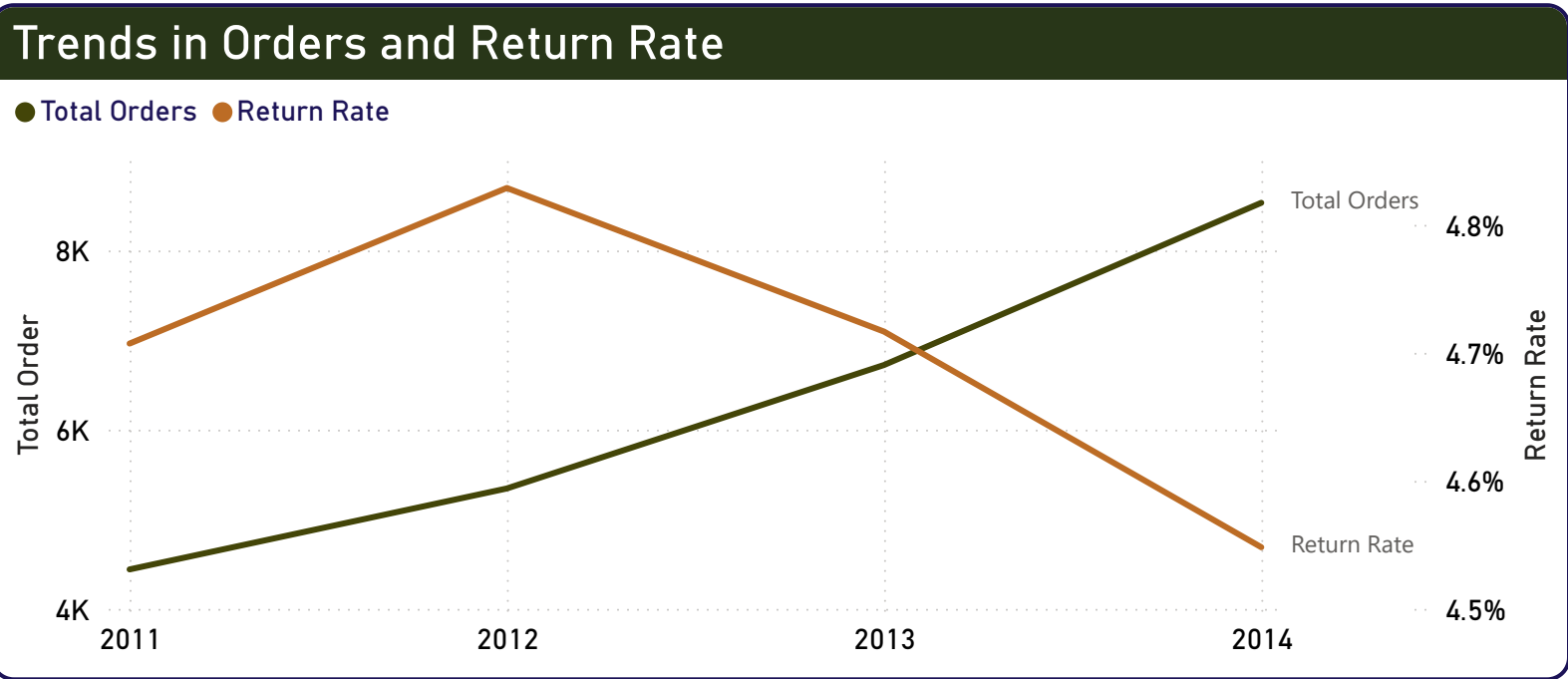
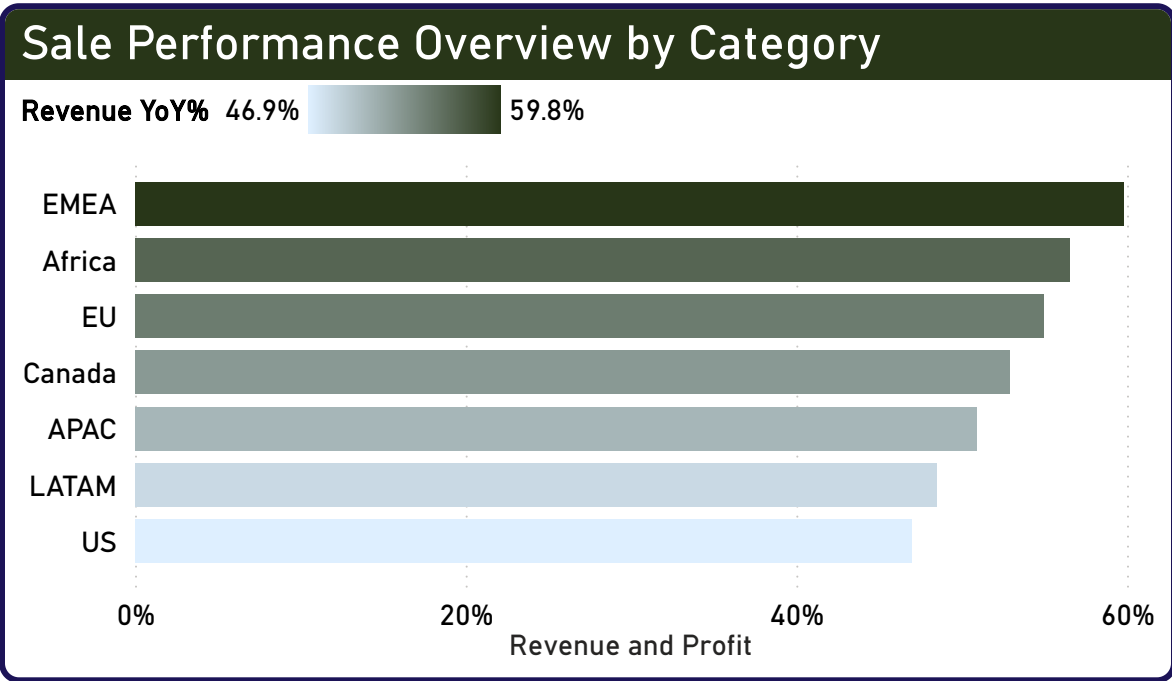
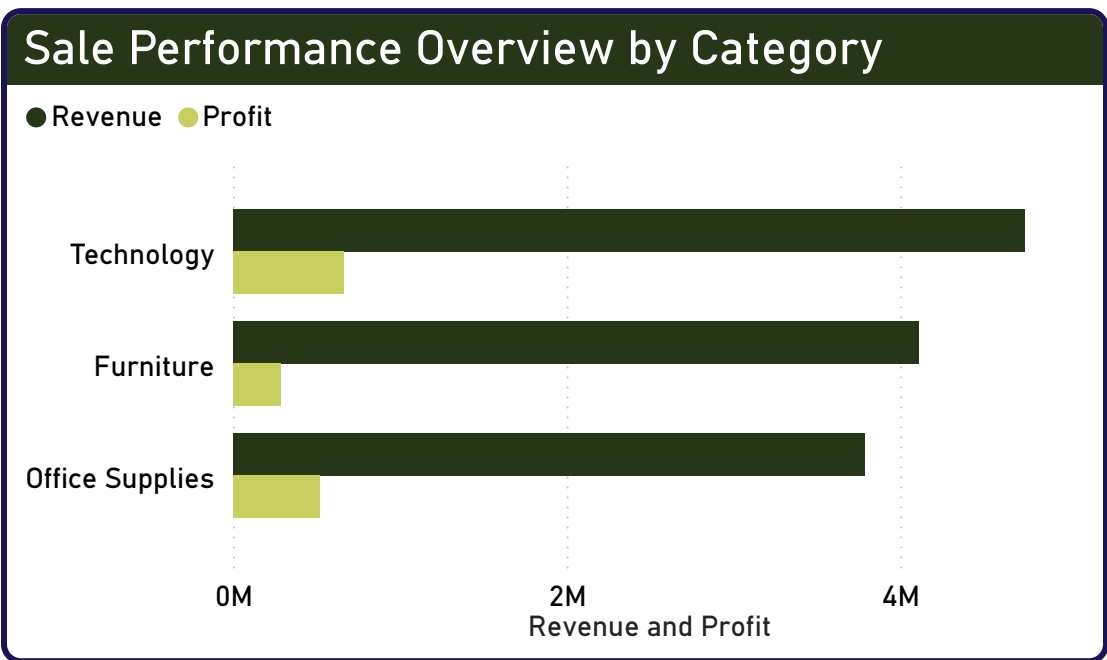
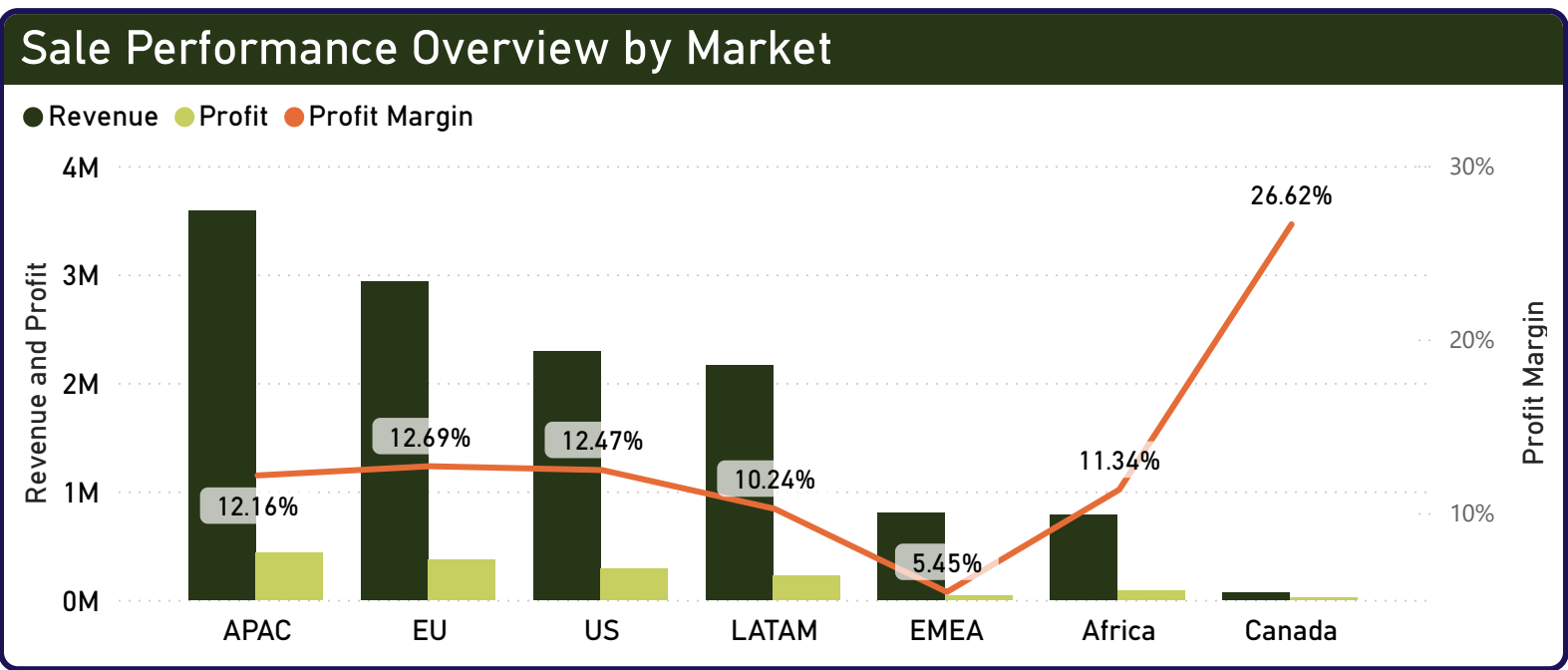
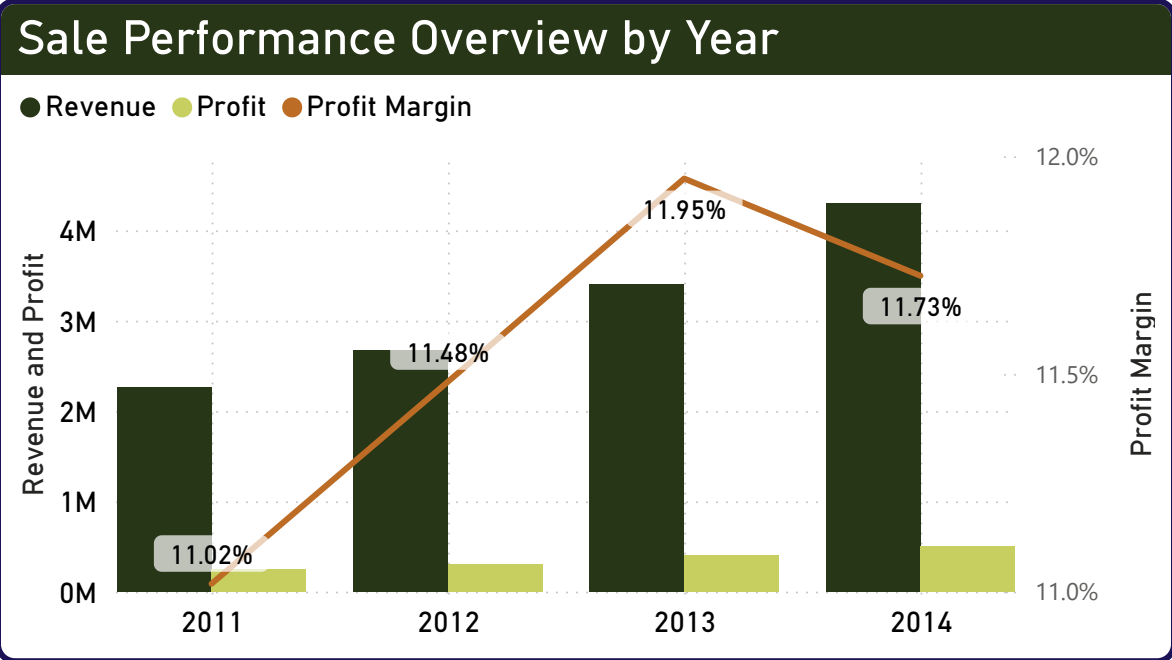
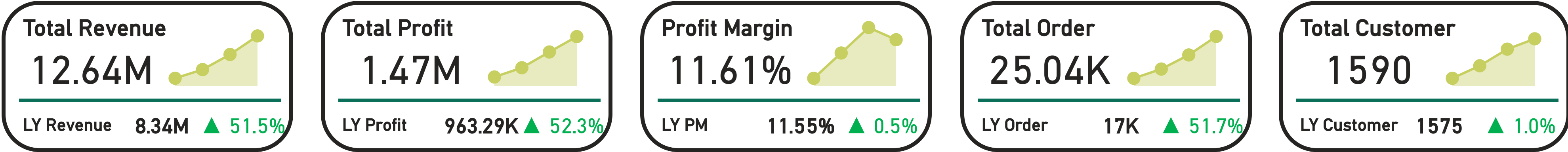
All

Product

All

Segment

All



MARKET ANALYST

Sale Overview

Market Analyst

Product Analyst

Insight and...

Africa

APAC

Canada

EMEA

EU

LATAM

US

YEAR

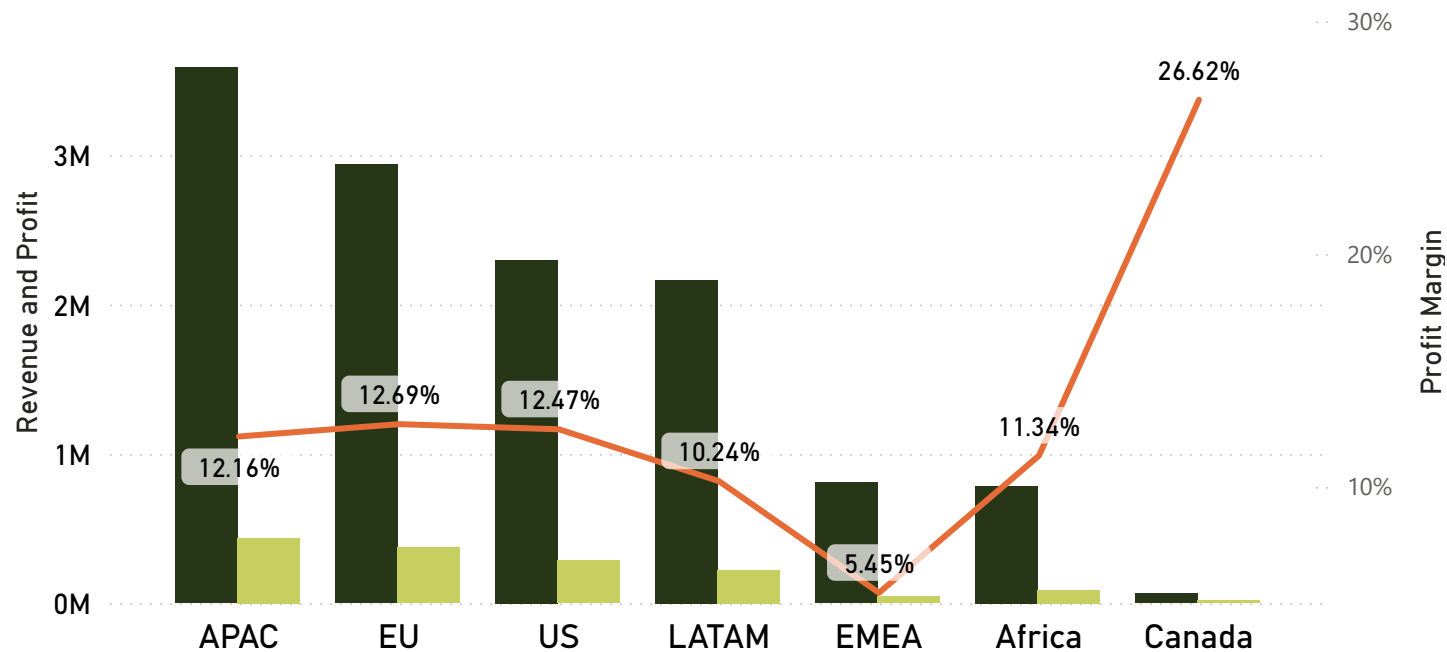
All

PRODUCT

All

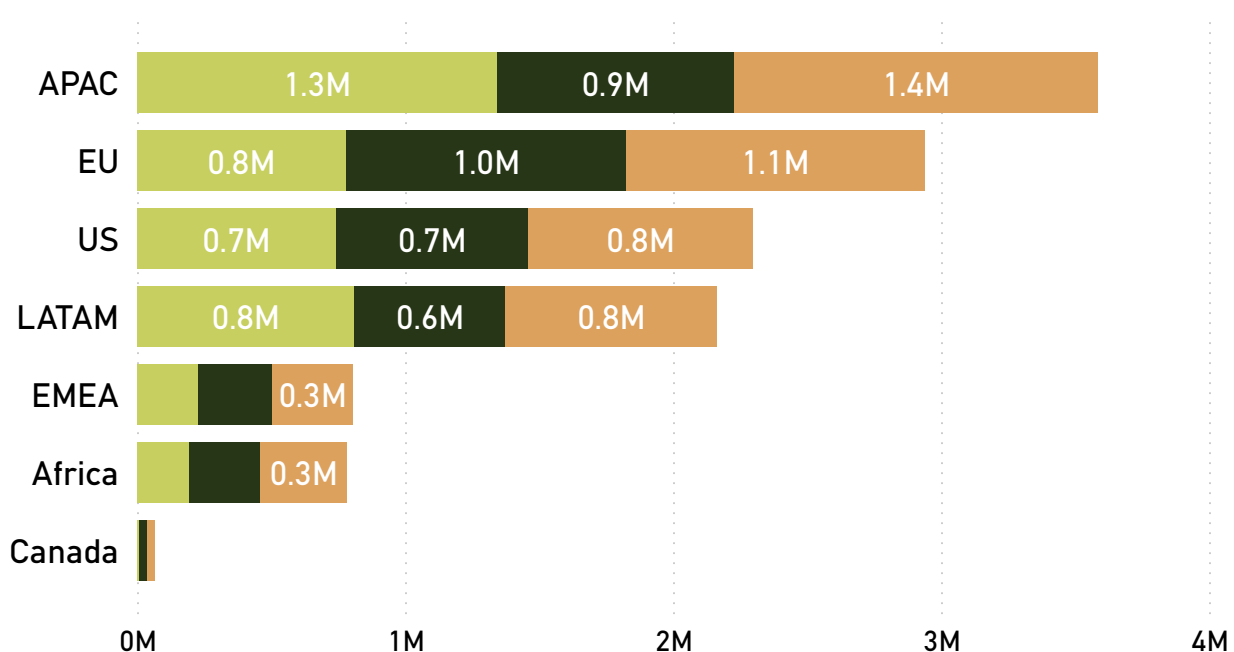
Sale Performance Overview by Market

● Revenue ● Profit ● Profit Margin



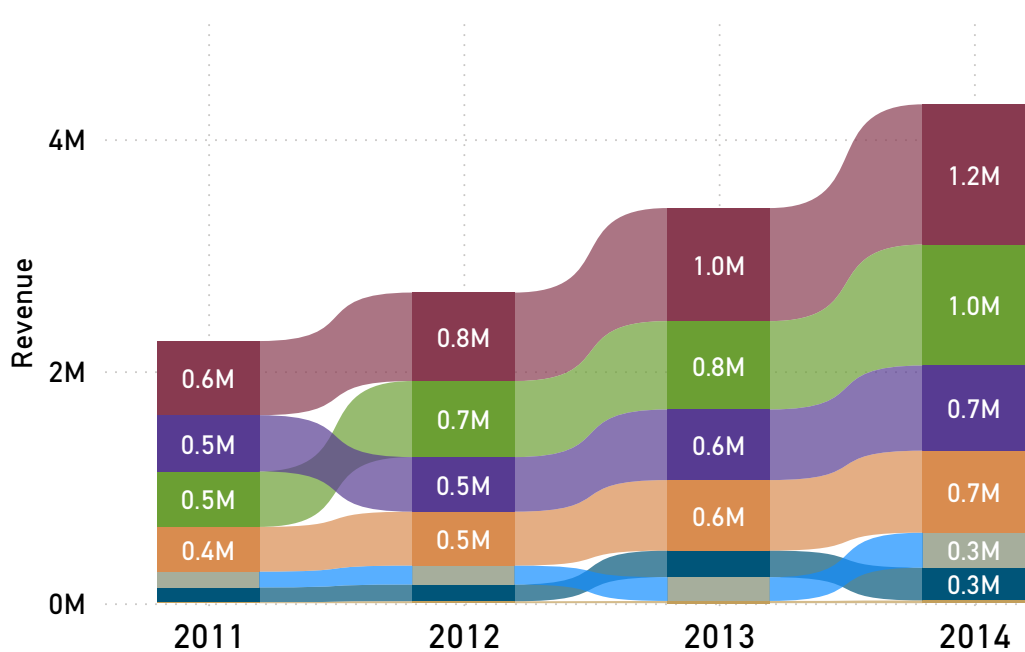
Sale Performance Overview by Category

● Furniture ● Office Supplies ● Technology

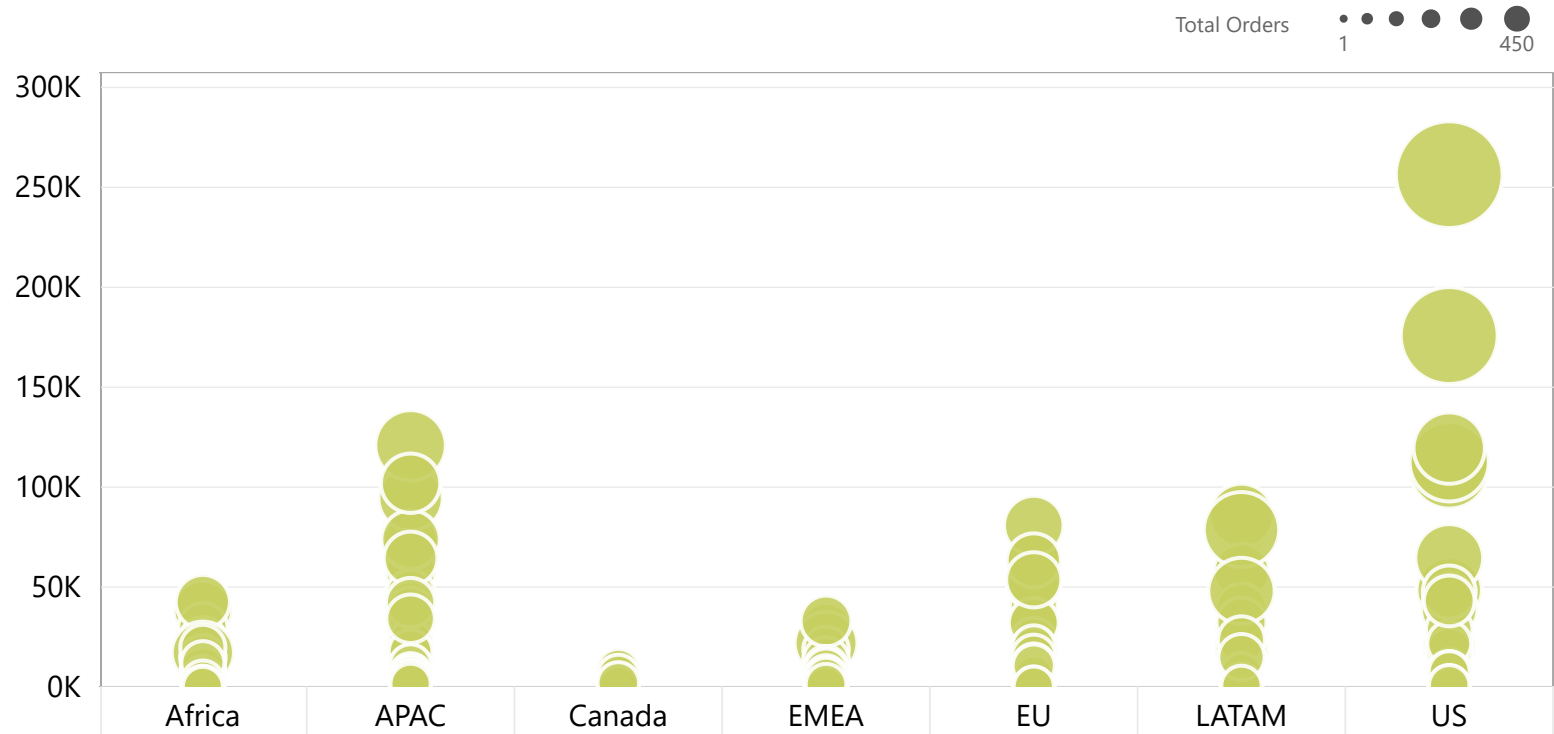


Sale Distribution by Year and Market

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US



Sale and Total Order by Market



Which Dimensions to Analyze??

Category

Sub-Category

Market	Sub-Category	Revenue	Revenue by Year	Profit	Profit Margin	Total Order	Return Rate
APAC	Phones	486,354.50		81,314.06	16.72%	646	6.19%
APAC	Copiers	494,593.68		80,854.05	16.35%	623	7.06%
APAC	Bookcases	504,823.08		67,656.51	13.40%	587	7.33%
APAC	Chairs	512,974.20		62,202.09	12.13%	893	7.05%
EU	Bookcases	363,525.70		56,407.27	15.52%	453	7.28%
EU	Copiers	365,128.61		56,199.65	15.39%	444	8.11%
US	Copiers	149,528.03		55,617.82	37.20%	68	7.35%
EU	Appliances	275,439.18		46,337.43	16.82%	307	8.79%
US	Phones	330,007.05		44,515.73	13.49%	814	8.72%
APAC	Appliances	307,620.73		42,128.71	13.70%	322	9.01%

PRODUCT ANALYST

YEAR

All

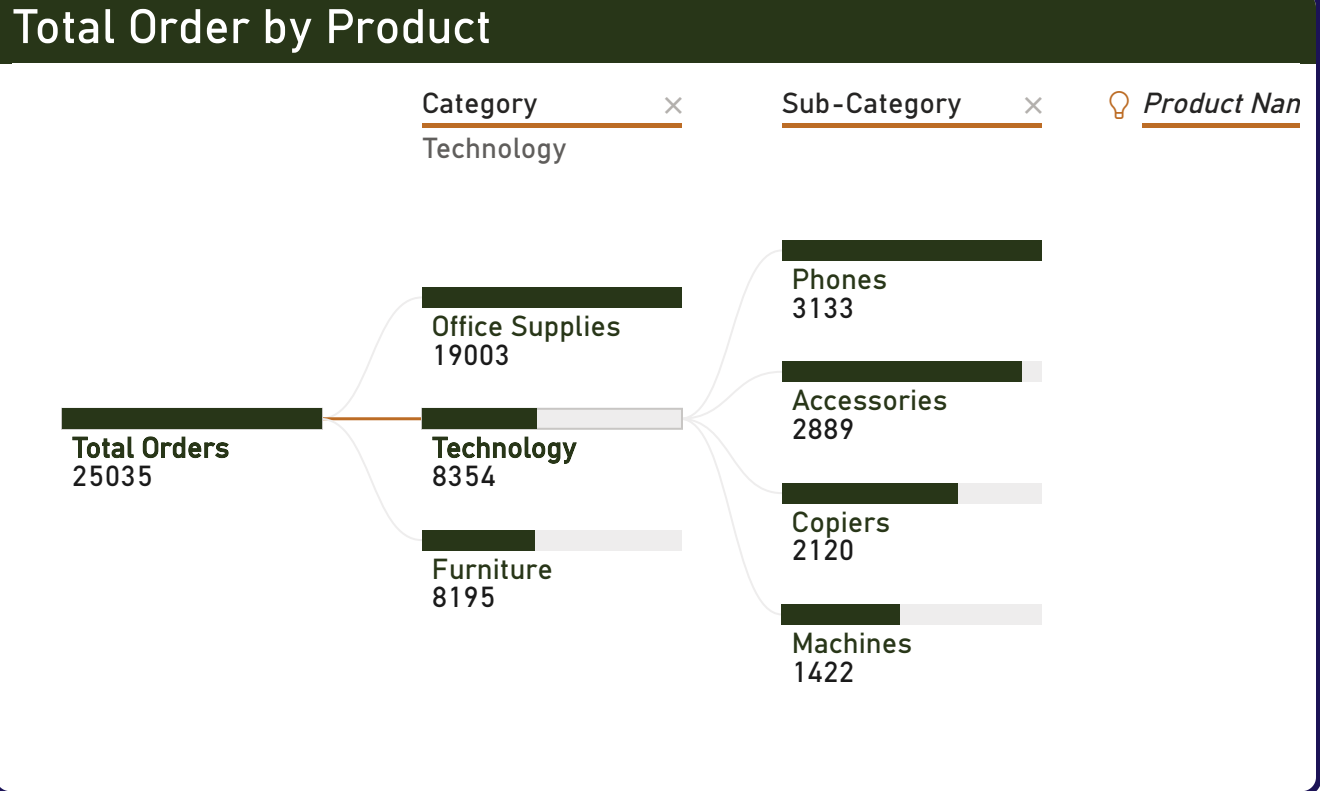
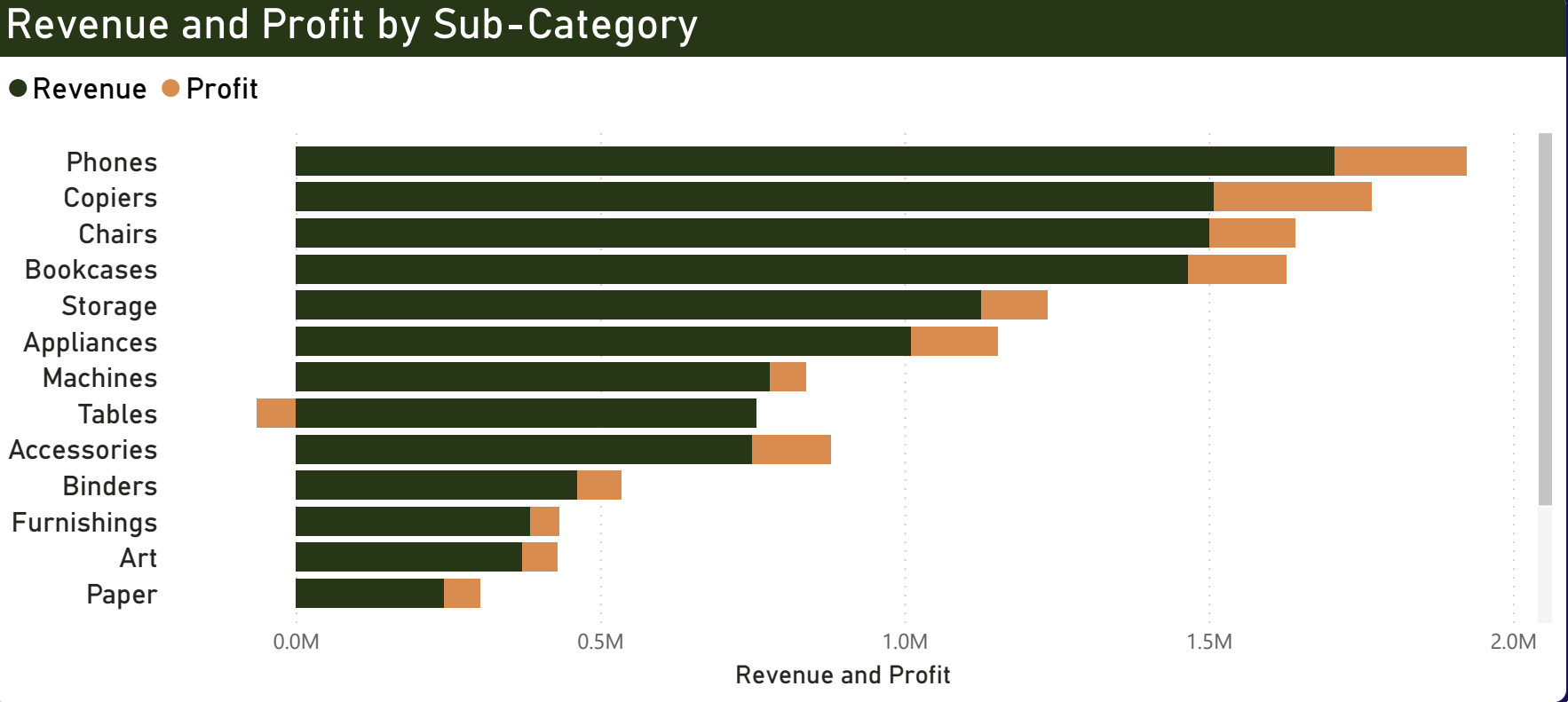
SEGMENT

All

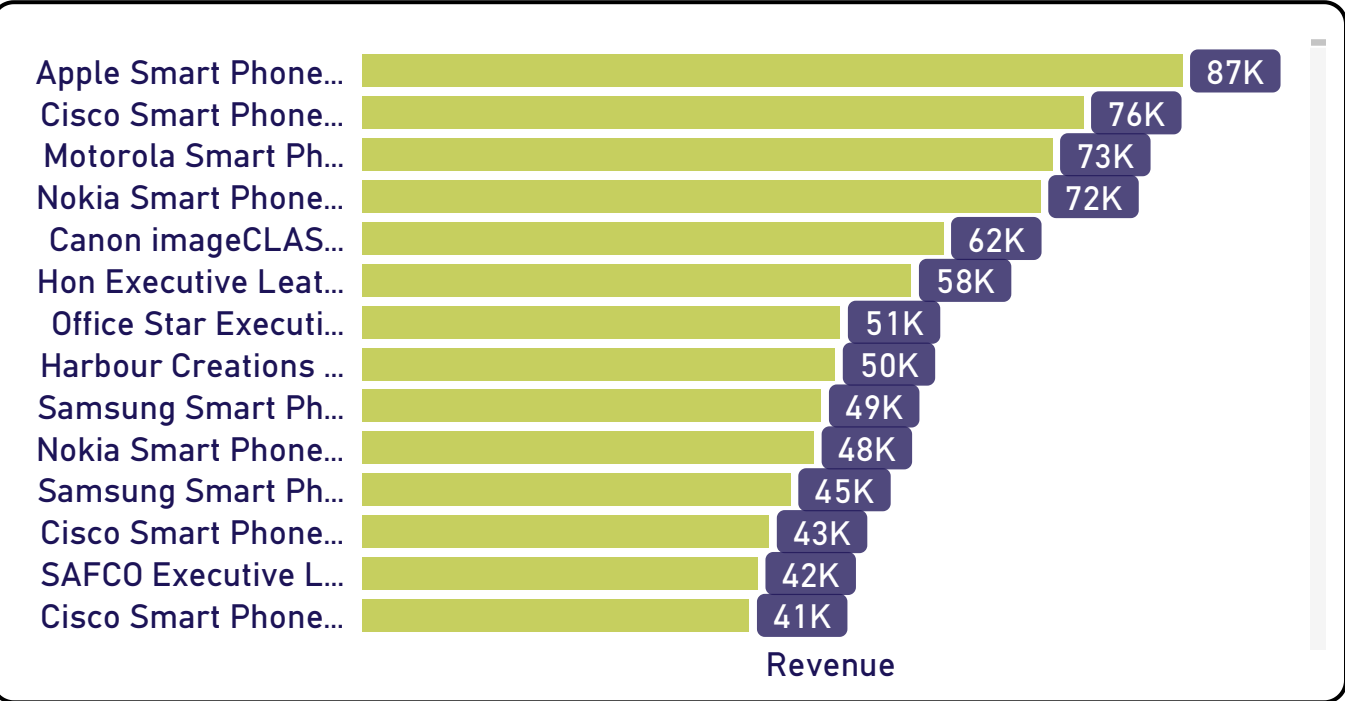
Furniture

Office Supplies

Technology



What is best Product ??



Which Measure to Analyze??

Revenue

Profit

Return Rate

Sub-Category	Africa	APAC	Canada	EMEA	EU	LATAM	US
Accessories	6,478.18	15,883.11	1,295.31	3,583.38	33,441.54	27,008.14	41,936.64
Appliances	3,670.27	42,128.71	2,233.98	3,024.05	46,337.43	26,148.15	18,138.01
Art	3,977.25	7,338.74	913.35	1,452.38	30,793.70	6,950.70	6,527.79
Binders	2,658.77	10,797.63	786.18	2,909.74	19,760.22	5,315.54	30,221.76
Bookcases	7,164.92	67,656.51	1,342.53	7,938.25	56,407.27	24,887.50	-3,472.56
Chairs	2,784.08	62,202.09	856.74	-609.57	19,791.57	28,781.19	26,590.17
Copiers	14,008.63	80,854.05	2,663.64	8,178.31	56,199.65	41,045.44	55,617.82
Envelopes	1,517.63	5,223.77	171.18	810.84	8,640.47	6,273.05	6,964.18
Fasteners	854.10	1,677.39	140.13	945.09	4,427.60	2,531.60	949.52
Furnishings	2,302.40	16,166.30	113.79	1,441.21	13,649.73	234.86	13,059.14
Labels	785.99	2,483.21	129.33	390.87	3,288.92	2,385.93	5,546.25
Machines	5,010.10	31,510.11	1,070.00	3,511.00	17,007.00	3,075.15	3,001.51

1. Overview

Overall, revenue and profit performance has grown year by year. Significant increase in Total orders along with stable profit margins shows the company's business growth potential.

APAC, EU: Core Markets that bring bring the highest revenue to the company to the company with strong YoY growth (~51-55%).

The return rate tends to decrease (from 4.71% to 4.55% in 2014).

The product categories have a fairly even revenue distribution (Technology brings in the highest revenue with 4.74M and a profit margin of ~14%).

2. Market Expansion

Overall, the company has a good revenue and profit stream in global markets. Instead of entering a completely new market, we recommend focusing on promoting existing markets.

APAC, EU: These are the markets with the highest revenue and profit along with stable profit margins (12%-12.7%) → Continue to maintain business and management strategies. Slightly improve the return rate (currently around 6–7%) to boost profit margin further.

LATAM and US have quite solid revenue but suboptimal profitability with low YoY growth (48.5% and 46.9% respectively) → should optimally adjust costs, pricing policies, and product allocation strategies.

Canada: Although Canada has a much lower revenue than the remaining markets (possibly due to infrastructure issues, not many stores, etc.), this market has a very large growth rate and a outstanding Profit Margin (26.62%), thereby showing the potential to bring development to the company.

→ It is necessary to build a strategy (open more branches, develop products according to the preferences and habits of local people, etc.) to reach more customers in this market.

Africa and EMEA: are the 2 least effective markets with a high number of buyers but low profits, in which the profit growth rate is high → consider withdrawing from these markets.

3. Product

The products that bring in the highest revenue are the Smart Phone lines, showing the consumer preference for Technology products.

Phones, Copiers, Chairs are the products that bring in the highest revenue → It is suggested that copiers and phones be positioned as a strategic product for the

For 4 years, Tables have brought in negative profits, which negatively affects the company's performance → Consider adjusting pricing or eliminating this product.