



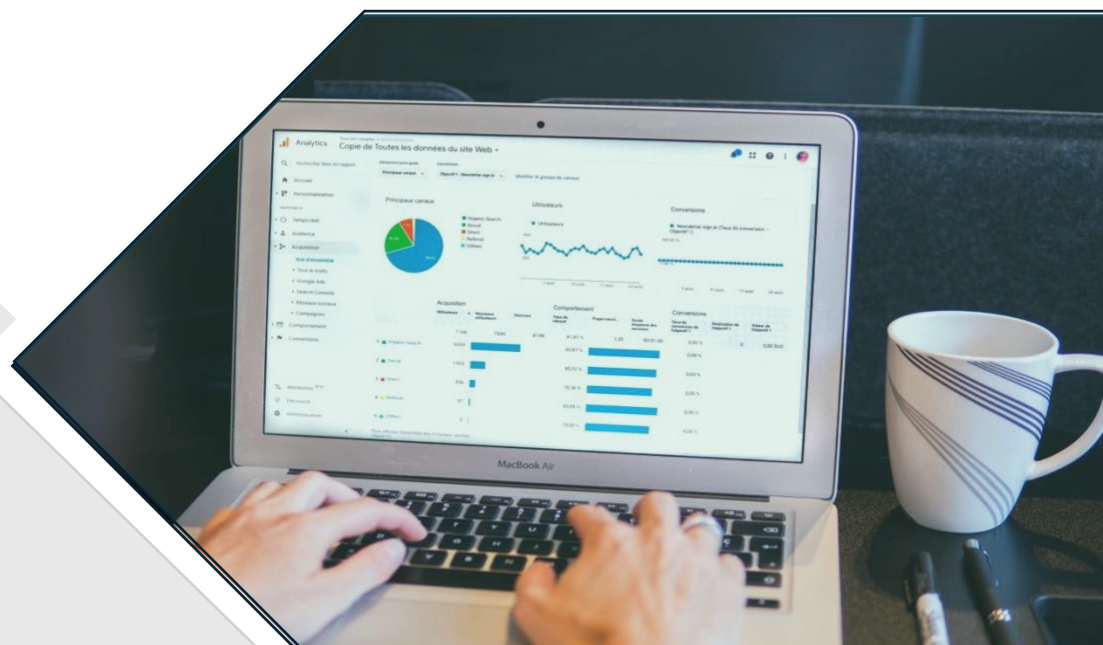
# MTC SALES REPORT

Name: Minh Khanh Nguyen

Student ID: 48291056

Email: [minhkhannh.nguyen@students.mq.edu.au](mailto:minhkhannh.nguyen@students.mq.edu.au)

Acknowledgment Statement of Use of GAITs



Hi Busa1000 teaching team, I submitted the wrong report on 5 May, which was the deadline for the assignment. I did not take it down even though it was 1 minute and 24 seconds late already because I thought I could not resubmit my report. However, during the lecture time on Monday, 6 May, after talking to convenor Hamed, he told me that I could resubmit my report and write this as an explanation. So, I would like to resubmit my report because the first summation has not been formatted, I am aware that my first submission was late, and I might need to have a 5% penalty on my report. This is my fault because of the lack of preparation, and I learn from this experience. Thank you for your consideration.

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## Executive summary

MTC CEO has requested this report to summarise a business's sales activities throughout 2023. This report's primary goal is to analyze sales data and assess the company's performance, along with recommendations for increasing the performance of MTC in the following years.

In 2023, the total revenue of MTC was \$8.290.887, with the USA being the highest-selling country while the EMEA has created the most amount of sales among territories. Overall, the total sales of 2023 mostly come from the two months, October and November with respectively \$919 thousand and \$1.745 million. These data indicate that the demand for customers has increased significantly during this period. Therefore MTC should focus on managing the cash flow and personnel to maintain or even higher the 92.7% of successful shipping, thus maximising the amount of sales.

More than 55% of the revenue in 2023 of MTC came from two product lines, "Classic Cars" and "Vintage Cars". These findings show that MTC is relying on only two product lines, which might be vulnerable and risky when the customer's behaviour or the market share changes. Therefore, MTC should develop another line of products and "Trucks and Buses" has the most potential due to the high demand for four-wheeled vehicles.

Despite being the market with the highest income, the results indicate that MTC is not fully utilizing the EMEA market. Even though the majority of MTC's revenue in EMEA currently comes from Spain, it can still take advantage of the market expansion and optimize the EMEA revenue. A marketing strategy should be processed for widening the network in Spain and other countries in EMEA, then finding more customers. Besides the EMEA, Canada is also a potential country for increasing MTC's revenue. Market research should be conducted in Canada and EMEA to discover more about consumer demands and markets. This will provide insightful data to make marketing plans and product adjustments, which will localize the product, thus reaching a wider range of customers.

# Introduction

Mega Transportation Company (MTC), which was founded in 1975, has become a household name in the transportation sector thanks to the vast volume of cross-border vehicle transactions it handles, which includes everything from automobiles and motorcycles to ships, trains, and even aircraft. MTC's main form of commerce is business-to-business (B2B) transactions, which have grown to a worldwide scale.

This analysis aims to provide a comprehensive insight into sales trends and patterns using data acquired from 2023 sales performance. This report will explore key areas of sales analytics, such as sales trends, customer demand, and market trends in 2023. It also identifies opportunities for further revenue growth in prospective countries and regions and highlights MTC's strengths and weaknesses, as well as provides suggestions for improving performance.

## Key findings

### 1. Sales in 2023

#### 1.1 Trend of sales in 2023

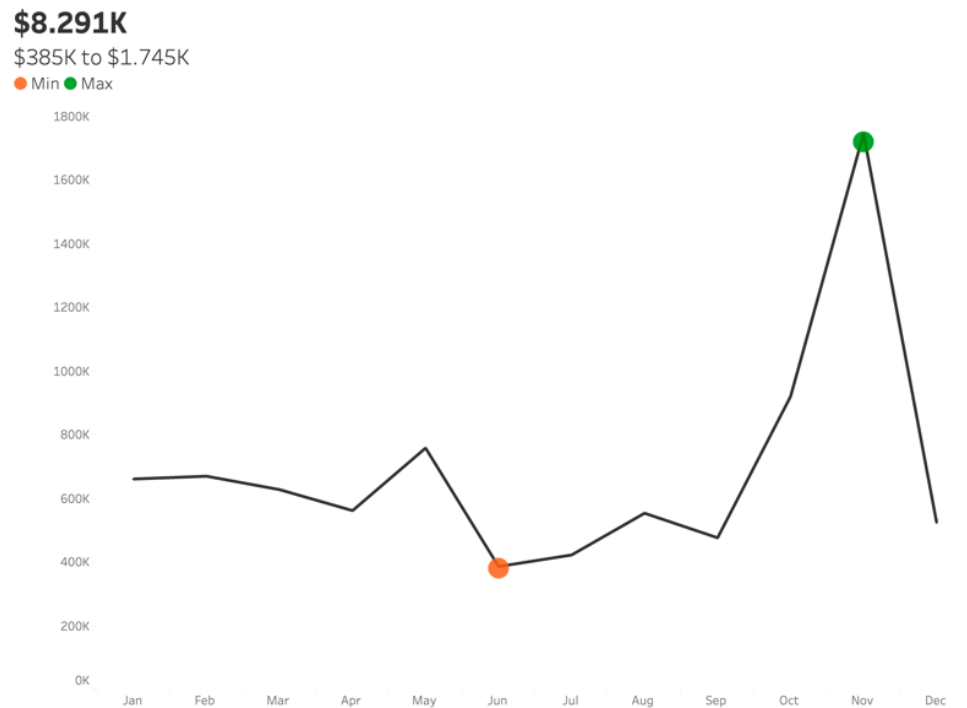


Figure 1 Total Sales

Overall, the number of products sold in 2023 is unevenly distributed. In the first three months, the sale amount has experienced a gradual decrease. Even though there was a slight increase in May, the total sales hit the bottom the following month with only \$385 thousand. However, since July, sales have steadily increased before peaking in November. November is the most important month for MTC because of the outstanding high number of orders with \$1.745 thousand. This was reinforced by the number of sales in December, which experienced a significant decrease to only \$523 thousand. Following an analysis of the data, MTC is dependent on sales in November when November alone brings in about 20% revenue compared to total revenue of more than \$8.2 million.

## 1.2 Sales by Quarters

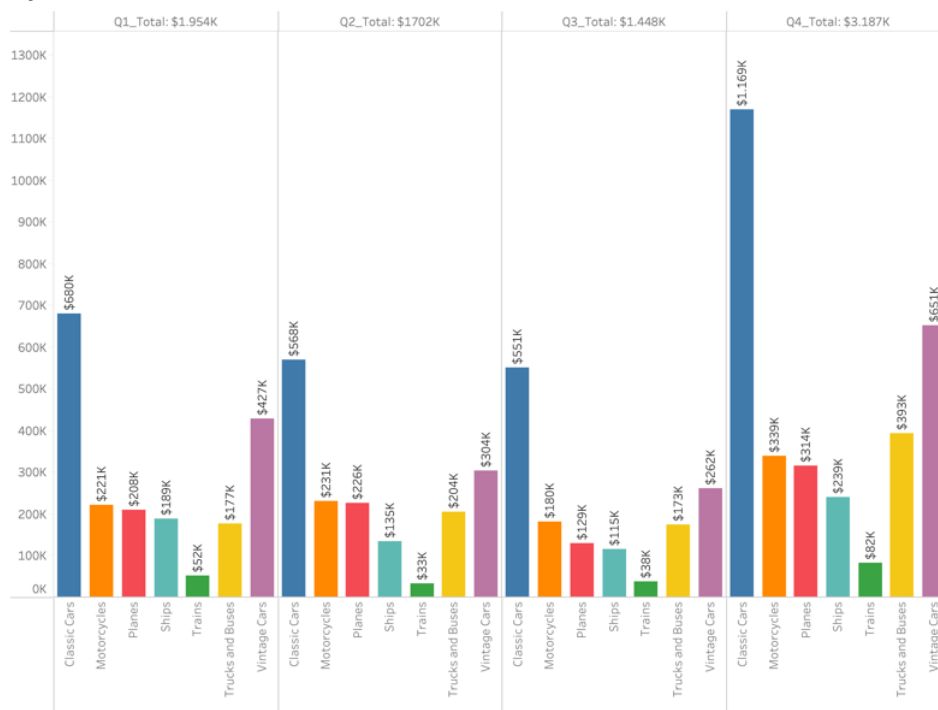


Figure 2 Sales by Quarters

The uneven distribution of MTC can also be seen in Figure 2, where revenue in the fourth quarter was 25% of total revenue for the year. In the first three quarters, the revenue gradually decreased in all the product lines. The reduction at the same time and the same rate shows that customer demand is not high during this period. The uneven distribution is also across product lines. The "classic car" line is the most popular product line when the number of orders for "classic cars" is significantly higher than the rest. With the "Vintage Cars" line ranked right behind in terms of revenue, we can see the potential of this product line. The fact that both product lines that bring in the most revenue are cars, it can be seen that customers

are favouring car product lines, so focusing on developing more of these two product lines will be able to bring profits. profit for the company.

## 2. Sales by Region

### 2.1 Sales in Territory and Country

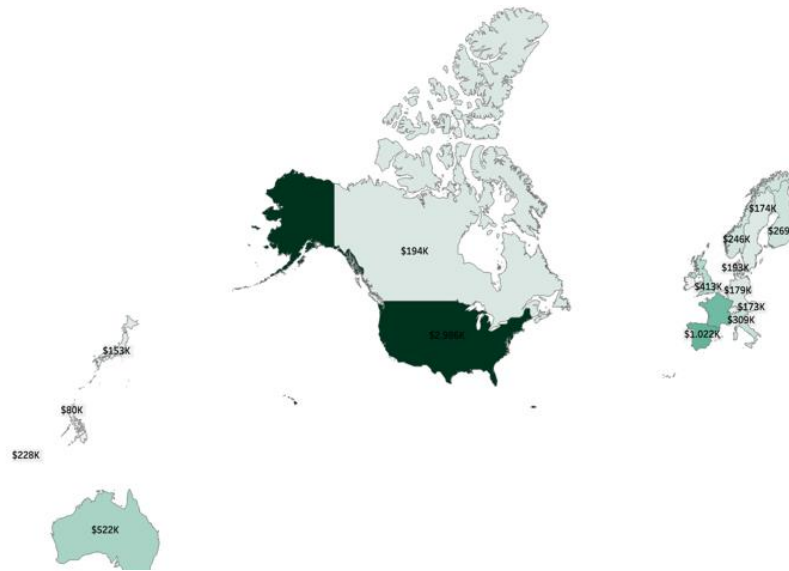


Figure 3.1 Sales in Country

The country with the highest revenue is the US, with almost 3 million dollars, but the territory with the highest sales amount was EMEA which had more than 4.1 million dollars in 2023. The two countries with the highest revenue in the EMEA region are France and Spain with 919 thousand dollars and more than 1 million dollars, respectively. From the above numbers, the EMEA market is a market with great potential for further development as the proportion of revenue does not only come from one country but is distributed throughout the territory, of which Spain and France are the two largest markets.

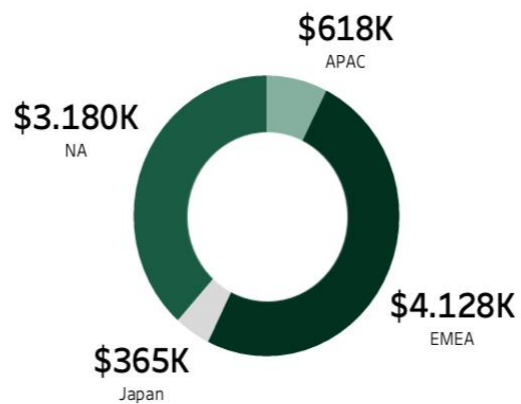


Figure 3.2 Sales in Territory

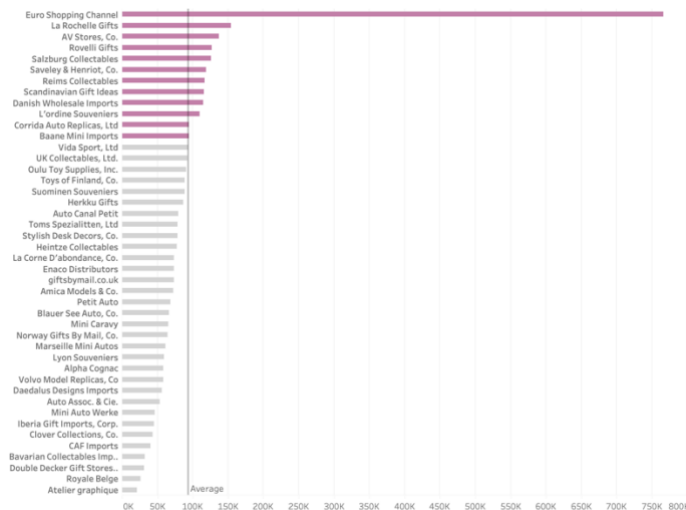


Figure 3.3 Sales in EMEA

With having only one major customer, Euro Shopping Channel, in the largest market in EMEA, the EMEA area still has significant opportunities for MTC to grow and extend its market presence to surrounding nations in the region. Figure 4.4 shows us that the proportion of MTC's revenue in the EMEA territory comes largely from Euro Shopping Channel with \$766 thousand, while the second-ranked company, La Rochelle Gifts, has only nearly \$154 thousand.

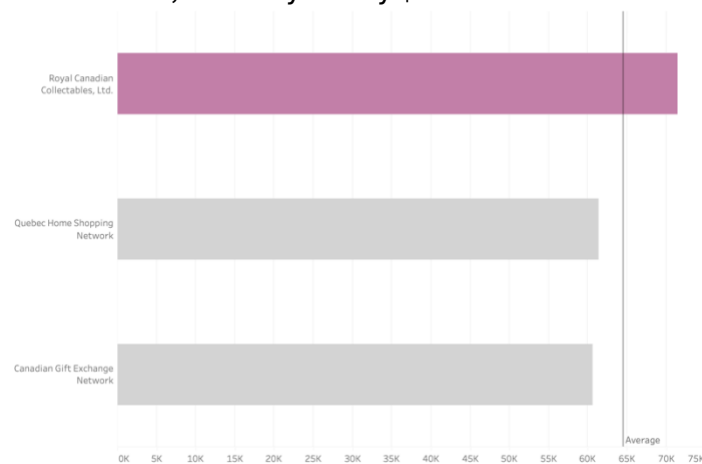


Figure 3.4 Sales in Canada

In addition to the EMEA region, Canada in the North American market also can boost MTC's revenue. Given its proximity to the United States, where MTC is based, it is probable that Canada shares numerous commonalities in terms of client requirements. Furthermore, the limited number of clients, which is three (Figure 3.4), MTC has in Canada indicates that there is still room for market share growth.



## 2.2 Sales by City

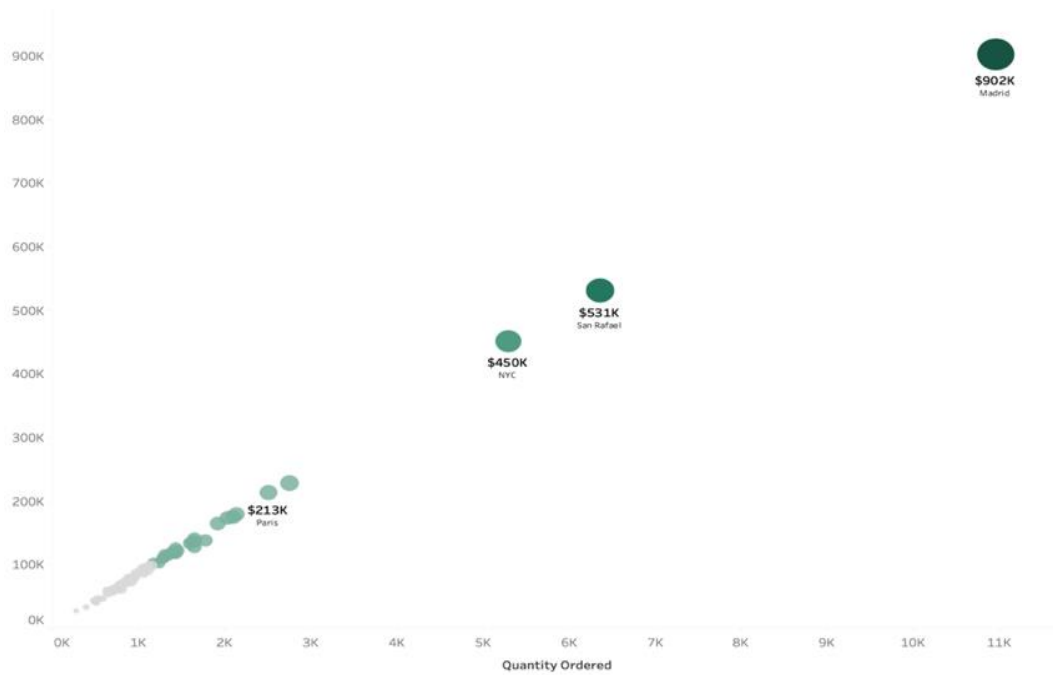


Figure 4.1 Sales by City

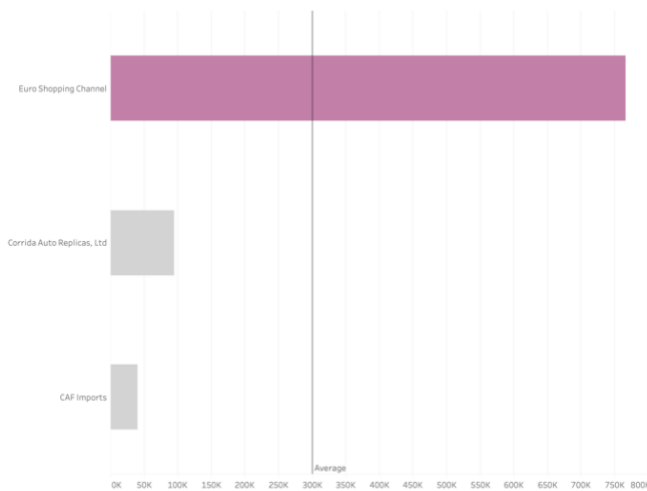


Figure 4.2 Sales by Madrid

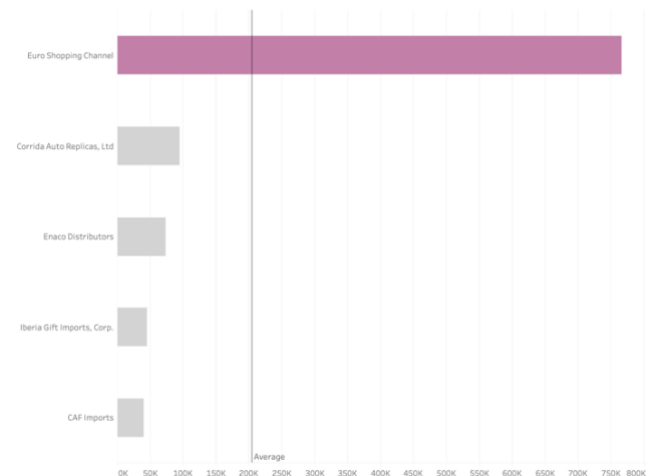


Figure 4.3 Sales by Spain

Madrid in Spain is the city that has the greatest amount of sales, totalling \$902,000, following are two American cities, San Rafael and New York City, with revenues of \$531,000 and \$450,000, respectively. The majority of revenue coming from Madrid and Spain is almost entirely from Euro Shopping Channel, the customer that brings in the most revenue for MTC. However, in Madrid, there are only two additional customers other than the Euro Shopping Channel (Figure 4.2),

this shows the development potential in Madrid as well as the entire Spanish territory when MTC only has a total of 5 customers. across the country (Figure 4.3).

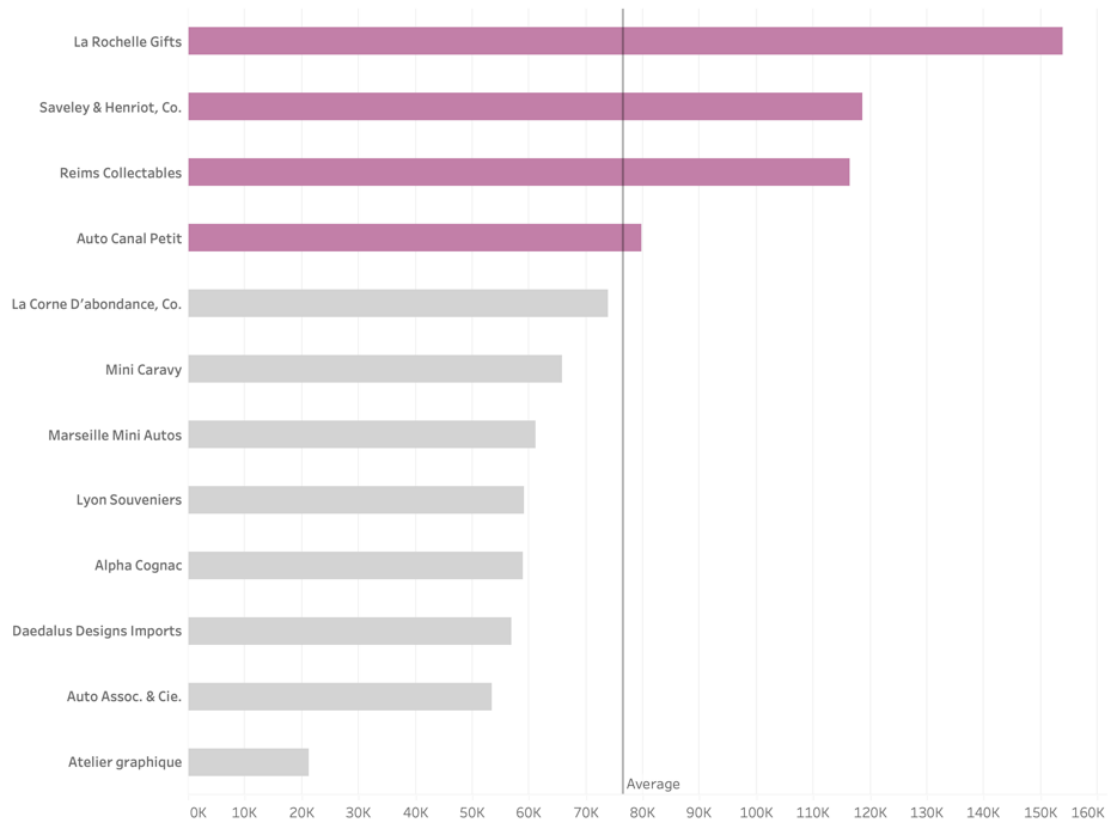


Figure 4.3 Sales in France

In France, MTC's second-biggest EMEA market, revenue is evenly split among several companies rather than coming primarily from one, as it does in Spain. With relatively similar revenues of \$154 thousand, \$119 thousand, and \$117 thousand, respectively the top three enterprises are La Rochelle Gifts, Saveley & Henriot, and Reims Collectable. Based on such figures, MTC might be able to grow its market share in Spain by widening the number of customers like France and avoiding dependence on a single customer.

### 3. Products and Customers

#### 3.1 Best-selling company and product

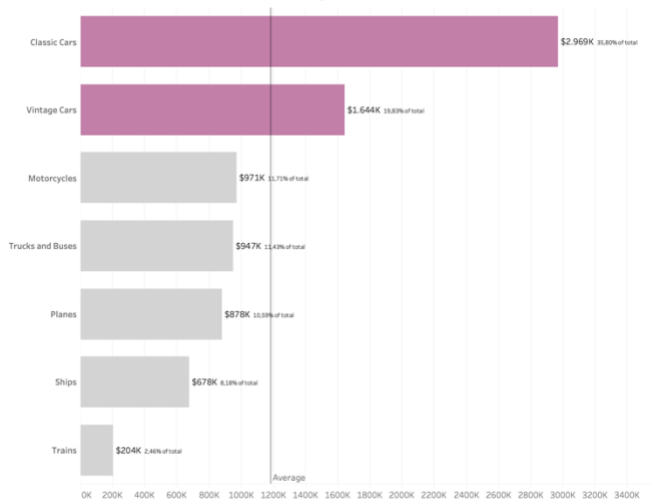


Figure 5.1 Sales by Product

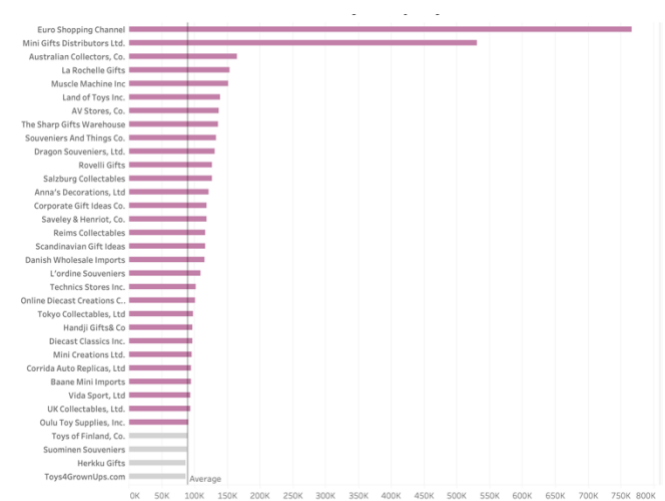


Figure 5.2 Sales by Company

Figure 5.1 illustrates a distinct distribution of the product line proportion, indicating that MTC's primary source of revenue in 2023 is derived from two car lines, namely "Classic Cars" and "Vintage Cars," which collectively account for over 55% of the total revenue. Despite the significant disparity in sales between the two cars, it is undeniable that buyers have a strong affinity for utilizing automobiles. The primary sources of total revenue in 2023 are the Euro Shopping Channel in Spain and Mini Gift Distribution in the US, generating \$766 thousand and \$531 thousand in revenue, respectively.

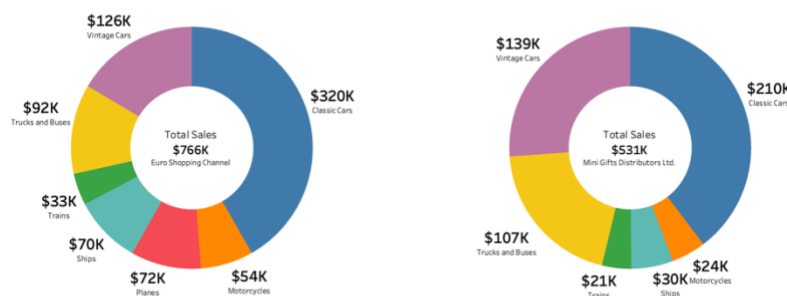


Figure 5.3 Two Outstanding Companies

These two companies both prefer using cars over other transportation, with \$446 thousand spent on cars of Euro Shopping Channel while Mini Gift Distributors spent \$349 thousand in 2023 (Figure 5.3). Both Euro Shopping Channel and Mini Gift Distributors invested substantial amounts of money, \$92 thousand and \$107 thousand respectively, in the purchase of "Trucks and Buses." This expenditure was

only lower than that for two lines of cars. From the following data, this product has the potential to become a top-selling item in the future, particularly since both companies are major customers in MTC's two largest markets, the US and Spain.

### 3.2 Order Status

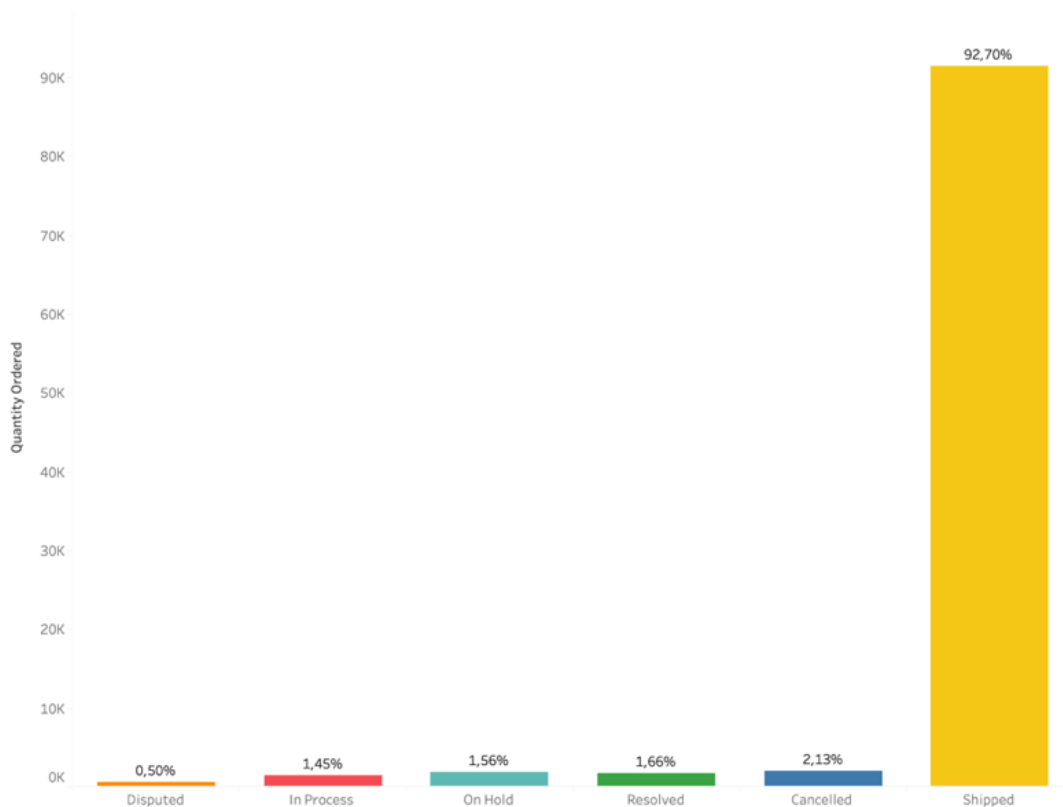


Figure 5.4 Order Status

In 2023, the delivery success rate has reached 92.7%, which is crucial for maximising revenue, especially in the peak months of October and November. Ensuring the timely completion of orders is of utmost importance. This is important because there is only one peak period of the year so it will be difficult to earn money during other times of the year.

## Recommendation

These findings indicate that EMEA still has the potential to grow, even in Spain, the largest market in EMEA territory. Therefore, MTC should invest in marketing strategy in the EMEA territory to raise customer awareness. To attract new clients, MTC can widen the sales network in the two biggest markets, France and Spain in EMEA. Following additional investment in Spain, MTC can allocate funds and conduct additional research on the northern EMEA and Canada. To enhance revenue from these markets, MTC conducts thorough market research and implements suitable modifications to localize the product, hence facilitating better access to clients in the market. Additionally, based on the trend of sales in 2023, MTC needs to sustain and increase the rate of successfully shipped orders as well as manage the cash flow and employees, especially from October to November to ensure maximum revenue. To prevent being reliant on "Classic Cars" and "Vintage Cars", MTC also needs to improve the features and effectiveness of a few other product categories such as "Trucks and Buses". MTC can raise revenue by broadening the sources of income and avoiding vulnerability when depending on "Classic Cars" and "Vintage Cars" for the amount of sales.

## Conclusion

In the year 2023, MTC achieved a total sales revenue of \$8.290.887. The United States emerged as the top-selling country, while the EMEA region recorded the highest sales numbers. Since MTC's revenue stream is seasonal and only occurs in October and November, it must be well-prepared to generate the most revenue possible during these months. Furthermore, the analysed data also suggest that MTC has the opportunity to increase its market share in EMEA and Canada.

## Questions

Question 1: How much was the total sales amount in 2023? Per year and quarter.

Answer: the total sales amount in 2023 is \$8.290.887.

The total sales in each quarter:

- Quarter 1: \$1.954 thousand
- Quarter 2: \$1.702 thousand
- Quarter 3: \$1.448 thousand
- Quarter 4: \$3.187 thousand

Question 2: What was the bestselling country?

Answer: the bestselling country is the USA

Question 3: What was the bestselling product?

Answer: the bestselling product is "Classic Cars"

Question 4: What was the bestselling company, and for which product(s)?

Answer: the bestselling company is Euro Shopping Channel for "Classic Cars"

Appendices

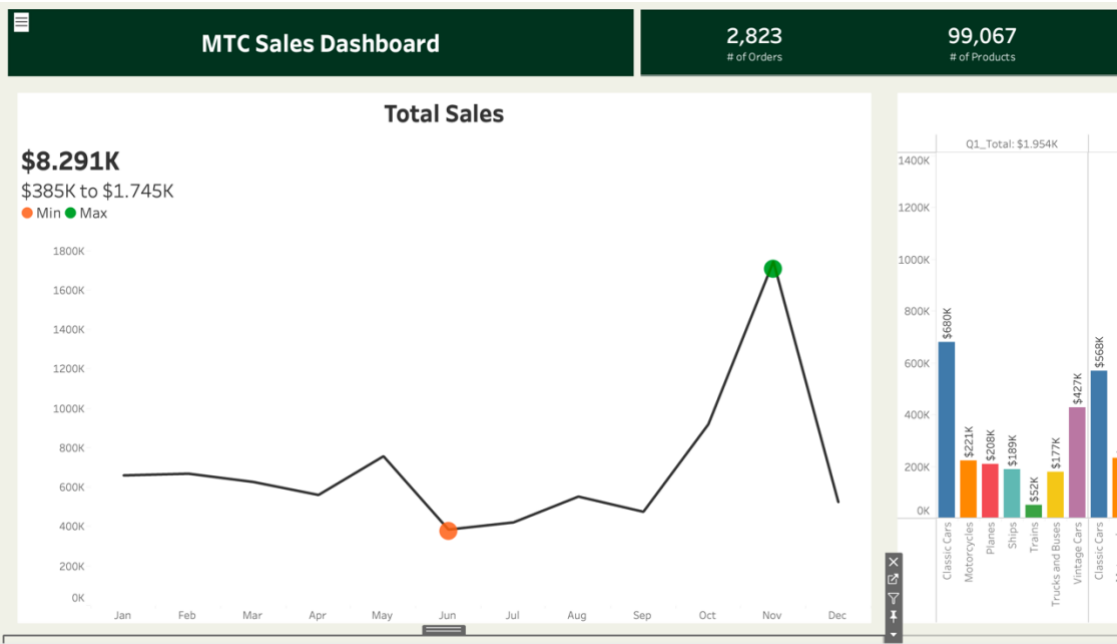


Figure 7.1

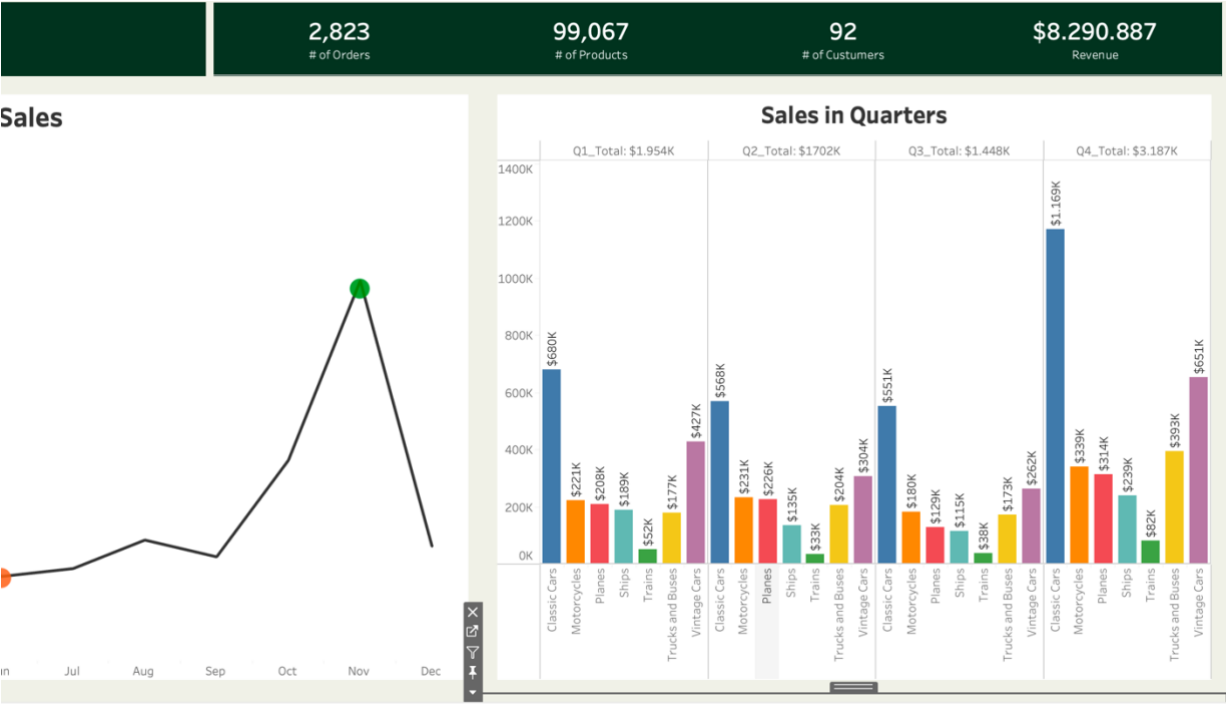


Figure 7.2

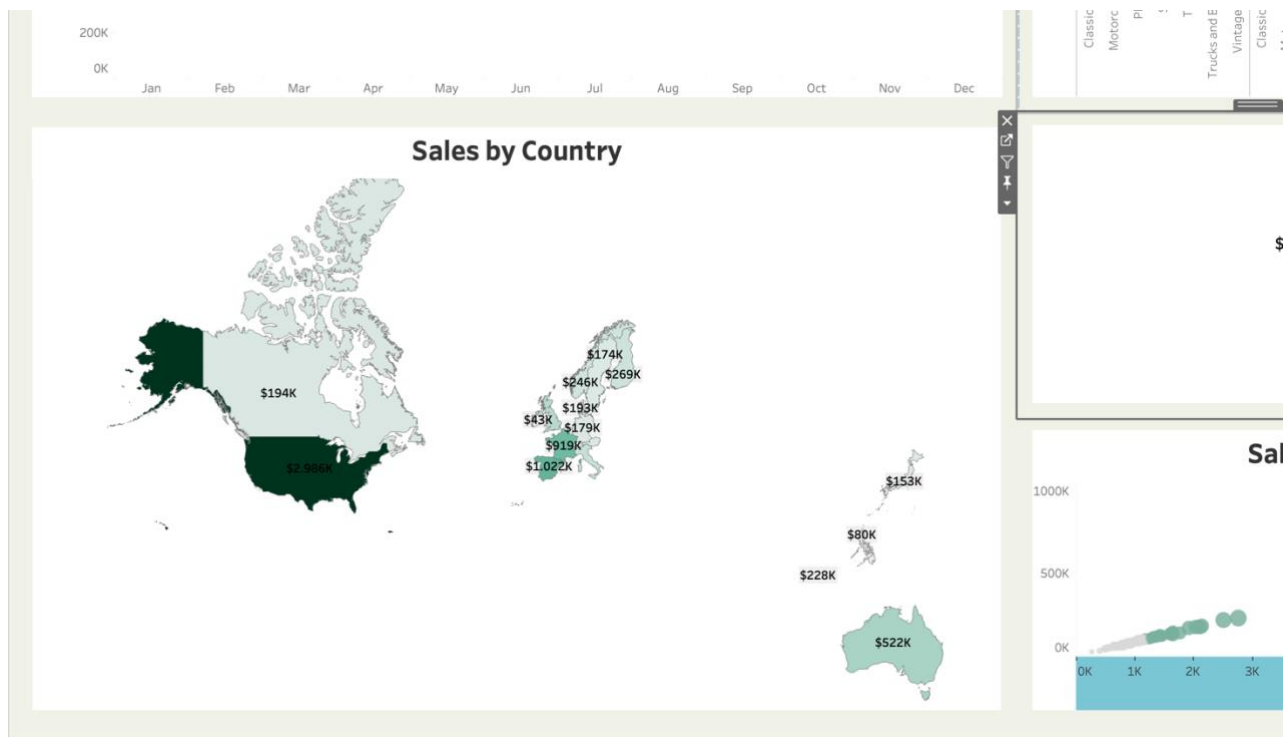


Figure 7.3

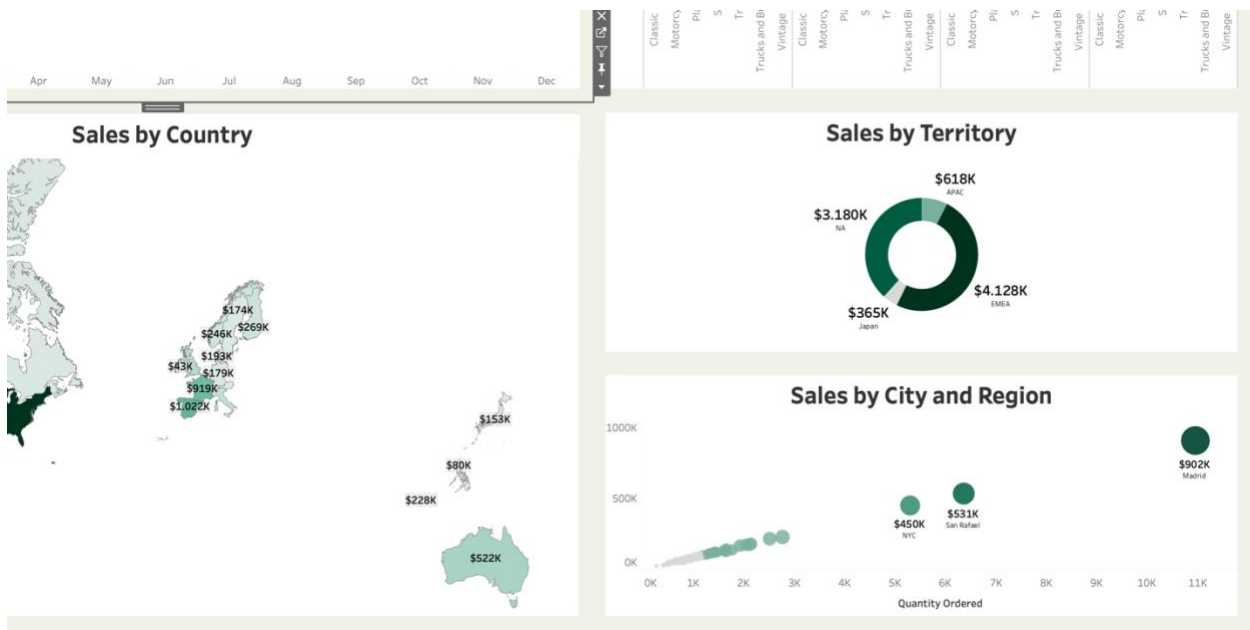


Figure 7.4

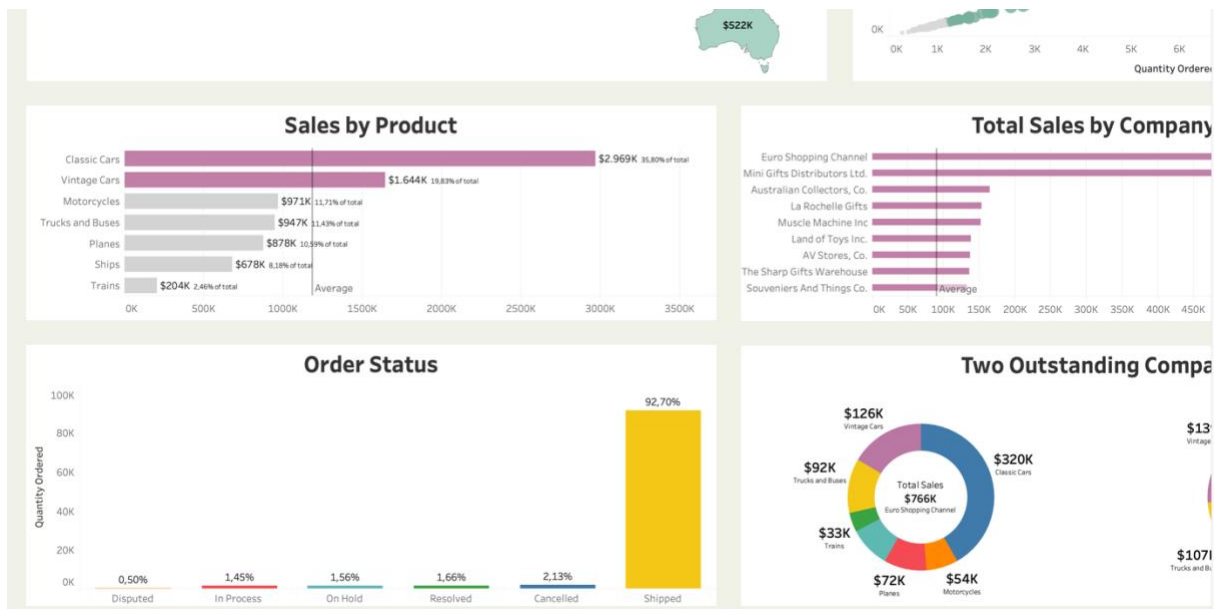


Figure 7.5

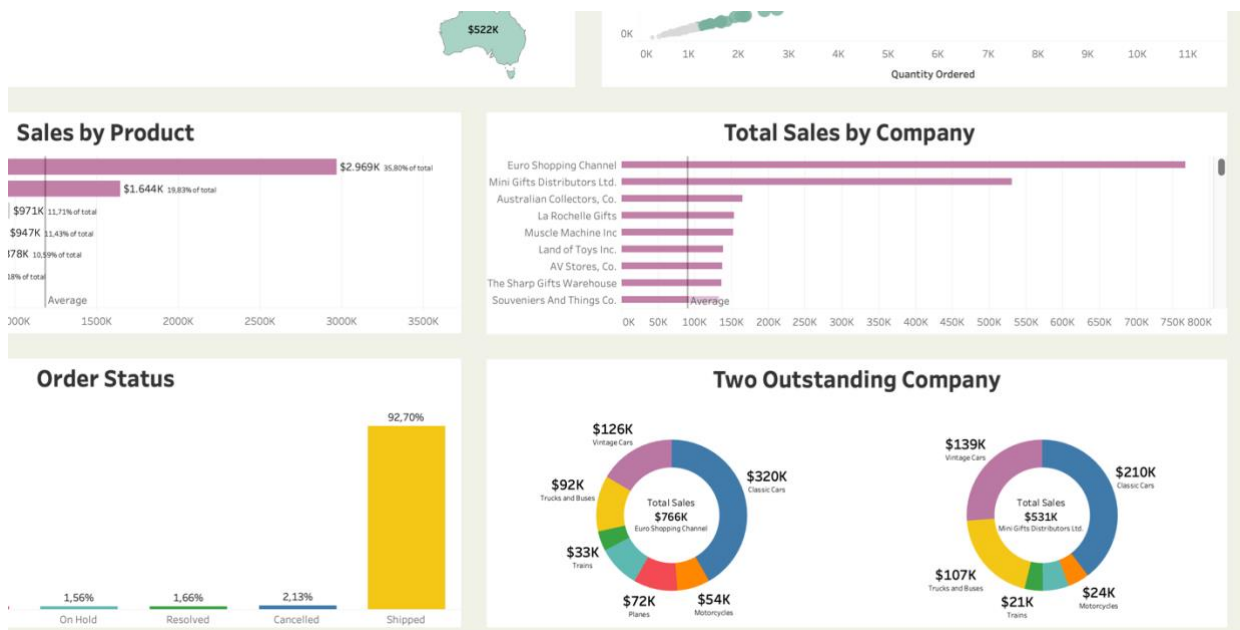


Figure 7.6